DOCUMENT RESUME

ED 022 045 08 VT 005 725

By- Levendowski, Jerry C.

AUDIO VISUAL INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION: A CLASSIFIED BIBLIOGRAPHY. FINAL REPORT.

Idaho State Board of Vocational Education, Boise.; Idaho Univ., Moscow. Dept. of Education.; Washington State Univ., Pullman. Dept. of Education.
Spons Agency- Office of Education (DHEW), Washington, D.C.
Bureau No- BR-7-0031
Pub Date May 68
Grant- OEG-4-7-070031-1626
Note- 112p.
EDRS Price MF-$0.50 HC-$4.56
Descriptors- *ANNOTATED BIBLIOGRAPHIES, *AUDIOVISUAL AIDS, *DISTRIBUTIVE EDUCATION, FILMS, FILMSTRIPS, TAPE RECORDINGS, TRANSPARENCIES

The bibliography contains a list of 90 names and addresses of sources of audiovisual instructional materials. For each title a brief description of content, the source, purchase price, rental fee or free use for 16MM films, sound-slidefilms, tapes-records, and transparencies is given. Materials are listed separately by topics: (1) advertising and display, (2) business and consumer credit, (3) commodity and stock markets, (4) consumer information, (5) economics, (6) labor-management relations, (7) marketing and merchandising, (8) money and banking, (9) occupational guidance, (10) oral and written communication, (11) personality and attitude development, (12) salesmanship, (13) supervision and human relations, and (14) supporting distributive occupations skills. (MM)

c/

FINAL REPORT
Project No. 7-0031
Contract No. OEG-4-7-070031-1626
Report No. 22

AUDIO VISUAL INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

A Classified Bibliography

May 1968

U.S. DEPARTMENT OF
HEALTH, EDUCATION AND WELFARE

Office of Education
Bureau of Research

VT005725
ED022045

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

AUDIO VISUAL INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

A Classified Bibliography

Project No. 7-0031
Contract No. OEG-4-7-070031-1626
Report No. 22

by

Jerry C. Levendowski

May 1968

The research reported herein was performed pursuant to a contract with the Office of Education, U.S. Department of Health, Education, and Welfare. Contractors undertaking such projects under Government sponsorship are encouraged to express freely their professional judgment in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent official Office of Education position or policy.

University of Idaho, Department of Education
Washington State University, Department of Education
Idaho State Board for Vocational Education
Washington State Coordinating Council for Occupational Education

USE OF THIS BIBLIOGRAPHY

Items are listed alphabetically in each of 14 instructional areas of Distributive Education. Those areas are listed in the TABLE OF CONTENTS.

Most item descriptions are derived from information provided by distributor catalogues.

Items can be obtained directly from distributors. Distributors names and addresses are provided on pages 1-5.

Some items can be obtained from state or local audio-visual centers.

Item Information Code

"B & W" means black and white

"COL" means color

"COL/B & W" means available in either black & white or color

S means suitable for secondary school use

C means suitable for college use

A means suitable for adult use

Sources and purchase and/or rental costs are shown at the right of each item. The first item on page 6, AD-LAND REVISITED is an example. Under the "PURCHASE" heading the number "47" refers to supplier number 47 (Indiana University). The figure "$125" denotes purchase price. Under the "RENTAL" heading the figure, "$5.40" denotes the rental price.

Numbers under the "FREE" heading denote sources listed on pages 1-5. Example, item 2 on page 6, the number 10 denotes supplier 10 (Better Business Bureau).

Purchase prices are subject to change. Rental prices quoted are those for one day's use.

CONTENTS

Page

ACKNOWLEDGEMENTS iv

NAMES AND ADDRESSES OF SOURCES 1

ADVERTISING AND DISPLAY 6

BUSINESS AND CONSUMER CREDIT 8

COMMODITY AND STOCK MARKETS 10

CONSUMER INFORMATION 12

ECONOMICS 14

LABOR-MANAGEMENT RELATIONS 41

MARKETING AND MERCHANDISING 45

MONEY AND BANKING 49

OCCUPATIONAL GUIDANCE 52

ORAL AND WRITTEN COMMUNICATION 60

PERSONALITY AND ATTITUDE DEVELOPMENT 65

SALESMANSHIP 72

SUPERVISION AND HUMAN RELATIONS 91

SUPPORTING DISTRIBUTIVE OCCUPATIONS SKILLS 106

ACKNOWLEDGEMENTS

The author acknowledges the financial support for this work provided by the Washington State Coordinating Council for Occupational Education. He thanks Ernest G. Kramer, Director of Washington State Division of Vocational Education for his personal interest and encouragement.

NAMES AND ADDRESSES OF SOURCES

AFL-CIO
Film Division - Department of
Education
815 Sixteenth Street, N. W.
Washington, D. C. 20006

*Book at least 10 days in advance.
Give alternate date.

American Arbitration Association
Education Department
140 West 51st Street
New York, New York 10020

The American Economic Foundation
51 East 42nd Street
New York, New York 10017

American Express Company
65 Broadway
New York, New York 10006

American Heritage Center
Harding College
Searcy, Arkansas 72143

American Institute of Cooperation
1616 H Street N. W.
Washington, D. C. 20006

American Management Association,
Inc.
Film Department
135 West 50th Street
New York, New York 10020

*Association Films, Inc.
25358 Cypress Avenue
Hayward, California 84544

*Borrower pays return postage
Book 3 weeks in advance

*Association Instructional
Materials
600 Madison Avenue
New York, New York 10022

*Book 3 weeks in advance

Better Business Bureau
See your local office

11. *Better Selling Bureau
Rocket Pictures, Inc.
1150 West Olive Avenue
Burbank, California 91506

*A service and handling charge
of $20 is charged for a 5-day
preview privilege.

12. *The Bureau of National Affairs,
Inc.
BNA Films
5615 Fishers Lane
Rockville, Maryland 20852

*Book at least 2 weeks in advance.

13. Business Book Company
159 Emerald Green Court
St. Louis, Missouri 63141

14. Business Education Films
5113-16th Avenue
Brooklyn, New York 11204

15. Carousel Films, Inc.
1501 Broadway Avenue
New York, New York 10036

16. Central Washington State College
Audiovisual Library
Ellensburg, Washington 98926

17. Chamber of Commerce
Audio-Visual Services Department
1615 H Street N. W.
Washington, D. C. 20006

Charles Cahill and Associates,
Inc.
P. O. Box 3220
Hollywood, California 90028

19. Classroom Film Distributors, Inc.
5620 Hollywood Boulevard
Hollywood, California 90028

20. *Close Productions
P. O. Box 2858
163 San Carlos Boulevard
Fort Meyers Beach, Florida 33931

*10-day preview privilege

. *Colonial Films, Inc.
752 Spring Street, N. W.
Atlanta, Georgia 30308

*Materials available for 10-day preview.

2. *Consumer Union Film Library
267 West 25th Street
New York, New York 10001

*Borrower pays the return postage. Book 2 months in advance.

3. Copley Productions
7776 Ivanhoe Avenue
La Jolla, California 92037

4. Coronet Instructional Films
Coronet Building
65 East South Water Street
Chicago, Illinois 60601

5. The Dartnell Corporation
4660 Ravenswood Avenue
Chicago, Illinois 60640

6. *Dudley-Anderson-Yutzy
551 Fifth Street
New York, New York 10017

*Borrower pays return postage. Book 1 month in advance.

27. Dynamic Films
405 Park Avenue
New York, New York 10022

28. EMC Corporation
Educational Materials Division
180 East Sixth Street
St. Paul, Minnesota 55101

29. *Educational Productions
8328 Willow Way
Raytown, Missouri 64138

*10-day free preview privilege.

30. Employer's Mutual of Wausau
Film Department
Box 150
Wausau, Wisconsin 54401

31. *Encyclopaedia Britannica Educational Corporation
425 North Michigan Avenue
Chicago, Illinois 60611

*Films are available for preview and evaluation prior to possible purchase. Customer pays return postage.

32. Encyclopaedia Britannica Films, Inc.
1500 Wilmette Avenue
Wilmette, Illinois 60091

33. Eye Gate House, Inc.
146-01 Archer Avenue
Jamaica, New York 11435

34. Fairchild Publications
7 East 12th Street
New York, New York 10003

35. Farm Film Foundation
1425 H Street, N. W.
Washington, D. C. 20005

36. Federal Reserve Bank
See your nearest Federal Reserve Bank

37. Film Associates of California
11559 Santa Monica Boulevard
Los Angeles, California 90025

38. Filmstrip House, Inc.
432 Park Avenue South
New York, New York 10016

39. Ford Motor Company
4316 Telegraph Avenue
Oakland, California 94609

40. Fortune Films
Time and Life Building
New York, New York 10020

41. *General Motors Corporation
Public Relations Staff
Film Library
General Motors Building
Detroit, Michigan 48202

*Book well in advance and give alternate date.

. Guidance Associates
P. O. Box 5
23 Washington Avenue
Pleasantville, New York 10570

. Harris-Tuchman Productions, Inc.
751 North Highland Avenue
Hollywood, California 90038

. Henning and Cheadle, Inc.
10010 Greenfield Road
Detroit Michigan

5. *Henry Strauss Distributing Corporation
31 West 53rd Street
New York, New York 10019

*Films are available for 3-day preview at no charge.

6. Imperial Productions, Inc.
247 West Court
Kankakee, Illinois 60901

7. Indiana University
Audio-Visual Center
Bloomington, Indiana 47401

8. *Industrial Management Society
c/o Modern Talking Picture Service
160 East Grand Avenue
Chicago, Illinois 60611

*Order films 2 weeks in advance. Give date the film is wanted and list 3 alternate dates in order of preference.

9. Instructional Systems Associates
P. O. Box 1379
Wichita, Kansas 67201

0. *International Business Machines
See your local office

*Free requests should be submitted well in advance. When possible, indicate alternate date. Borrower pays insurance.

1. International Film Bureau
332 South Michigan Avenue
Chicago, Illinois 60604

52. International Paper Company
220 East 42nd Street
New York, New York 10017

53. Investment Bankers Association of America
Education Department
425 Thirteenth Street, N. W.
Washington, D. C. 20004

54. Investment Company Institute
61 Broadway
New York, New York 10006

55. The Jam Handy Organization
2821 East Grand Boulevard
Detroit, Michigan 48211

56. Joint Council on Economic Education
1212 Avenue of the Americas
New York, New York 10036

57. Lacy Sales Institute, Inc.
80 Union Street
Newton Centre
Boston, Massachusetts 02159

58. *McGraw-Hill Book Company
Text-Film Division
327 West 41st Street
New York, New York 10036

*Films are available to propective purchasers ONLY for preview prior to purchase, and at no obligation except for return postal charges.

59. Merchandiser Film Productions
419 Park Avenue South
New York, New York 10016

60. Moore's Audio Visual Center, Inc.
234 S. W. Morrison
Portland, Oregon 97214

61. National Association of Manufacturers
Film Bureau
277 Park Avenue
New York, New York 10017

National Consumer Finance Association
701 Solar Building
Washington, D. C. 20036

National Security Traders Associ-
[illegible]
O. T. C. Information Bureau
342 Madison Avenue
New York, New York 10017

New York Life Insurance Company
51 Madison Avenue
New York, New York 10010

Progressive Pictures
1810 Francis Court
Benicia, California 94510

*Rarig Presentation Service
Modern Talking Picture Service
2100 North 45th Street
Seattle, Washington 98103

*Borrower pays return postage.
Book 3 weeks in advance.

*Republic Steel Corporation
Marketing Research Division
1436 Republic Building
Cleveland, Ohio 44101

*Book 3 weeks in advance.

Reynolds Metals Company
P. O. Box 2346
Richmond, Virginia 23218

*Roundtable Films, Inc.
321 South Beverly Drive
Beverly Hills, California 90212

*Films are available for preview free of charge. Customer pays postage and handling charges.

Sally Dickson Associates
605 Third Avenue
New York, New York 10016

Science Research Associates, Inc.
Industrial and Special Education Division
259 East Erie Street
Chicago, Illinois 60611

72. Sid Davis Productions
2429 Ocean Park Boulevard
Santa Monica, California 90405

73. Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

74. Stanton Films
7934 Santa Monica Boulevard
Los Angeles, California 90046

75. Sterling-Movies, Inc.
43 West 61st Street
New York, New York 10023

76. Storyboard, Inc.
165 East 72nd Street
New York, New York 10021

77. *Sutherland Educational Films, Inc.
201 North Occidental Boulevard
Los Angeles, California 90026

78. 3 M Company
Visual Products Division
2501 Hudson Road
St. Paul, Minnesota 55119

79. *United Aircraft Corporation
Public Relations Department
East Hartford, Connecticut 06108

*Borrower pays return postage.
Book 3 weeks in advance.

80. United States Bureau of the Census
Department of Commerce
Washington, D. C. 20233

81. *United States Department of Agriculture
Office of Information
Radio and Television Services
Washington, D. C. 20250

*Blank tapes should be sent with request.

2. United World Free Film Service
5023 N. E. Sandy Boulevard
Portland, Oregon 97213

3. University of California
Extension Media Center
2223 Fulton Street
Berkeley, California 94720

4. University of Idaho
Audio-Visual Center
Moscow, Idaho 83843

85. University of Michigan
Television Center
310 Maynard Street
Ann Arbor, Michigan 48108

86. *University of Minnesota
Audio-Visual Education Service
29 Wesbrook Hall
Minneapolis, Minnesota 55455

* A small charge is made for preview of materials.

87. University of Southern California
School of Performing Arts
Film Distribution Center
University Park
Los Angeles, California 90007

88. University of Washington
Audio Visual Services
Room 114, Lewis Hall
Seattle, Washington 98105

89. Washington State University
Audio-Visual Center
Pullman, Washington 99163

90. Churchill Films
662 North Robertson Boulevard
Los Angeles, California 90069

ADVERTISING AND DISPLAY

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
*AD-LAND REVISITED B&W 29 min CA 1963 Contrasts the styles and motives of advertising during the early 1900's and the 1960's; discusses the tendency to blame advertising for establishing artificial values and to make it a scapegoat for the growing materialism which society tacitly accepts.	47:$125	47:$5.40	
*BETTER BUSINESS BUREAU STORY, THE Col 28 min SCA Discusses Better Business Bureau operations			10
*GOLDEN STANDARD, THE Col 18 min CA Gives an introduction to the function of media selection in advertising, circulation facts, purpose and influence of the Audit Bureau of Circulation; discusses the advantages of buying known and analyzed quantities of circulation.			66
*NEWSPAPER RETAIL ADVERTISING Col 11 min SCA 1963 Shows the responsibility of retail advertising salesmen to merchants and readers; states the importance of a good lay-out, flexibility of ads and words to move products.			23
*PARTIAL PAGE STEREO COLOR Col 11 min CA Discusses the development of "Partial Page Stereo Color" for less-than-full-page ads; explains the technical process from the arrival of mats to the finished four color ad as it appears in the daily newspaper.			23
*SMATTERING OF SPOTS, A B&W 10 min SCA 1958 Antimated Presents 14 television commercial "spots."	76:$60	88:$3.75	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
*TOO GOOD TO BE TRUE Col 20 min SCA Discusses bait advertising; stresses the positive values of advertising and selling.			10
SOUND/SLIDEFILMS			
=VISUAL MERCHANDISING Col S Explains the functions of window display and illustrates the eight basic principles of selling merchandise visually; shows the procedures and techniques involved in the creation of a window display.	86:$10		

BUSINESS AND CONSUMER CREDIT

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
*CREDIT AND LOANS B&W 17 min SC 1961 Illustrates applications of various arrangements for consumer credit and installment buying, with examples of the way that interest charges are applied, and steps that buyers should take to use credit wisely	19:$90 65:$90	65:$4 89:$2.60	
*CREDIT--MAN'S CONFIDENCE IN MAN B&W 30 min SCA Probes the history of credit, its role in the growth of the U.S., and practices of establishing credit ratings for individuals and companies.		14:$2.50	66
*LITTLEST GIANT, THE Col 14 min SCA Offers suggestions in the judicious and discerning use of credit and suggests ways to avoid becoming "targets for high-powered promotional campaigns."			8,62
*PERSONAL FINANCIAL PLANNING Col/B&W 11 min S 1960 Emphasizes the importance of prudent financial habits, especially during a period of economic prosperity; explains that the amount of money earned during a lifetime is determined by the career chosen and individual's productivity and stresses that personal as well as family financial planning is essential to successful money management.	77:B&W$60 77:Col$120	47:$3.90 88:$1.60	
*USING BANK CREDIT B&W 10 min SC 1952 Tells the story of a small businessman who wishes to expand and decides to get a loan from the bank; discusses the processes involved, the necessary qualifications, and the types of available loans.		14:$2.50 47:$1.15	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
WISE USE OF CREDIT, THE Col/B&W 11 min S 1960 Discusses credit cost factors, pointing out that the consumer is charged for credit services; shows procedures to aid a family in estimating the amount of credit obligations it can afford.	77:B&W$60 77:Col$120	77:$10/wk 88:$1.60	

COMMODITY AND STOCK MARKETS

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
BEHIND THE TICKER TAPE Col 21 min SCA 1956 Presents the operations of the American Stock Exchange			82
*HOW STOCKS ARE BOUGHT AND SOLD B&W 15 min SCA Explains how stocks are bought and sold on the floor of the New York Stock Exchange.			75
*LADY AND THE STOCK EXCHANGE, THE Col 27 min SCA Tells the story of a family's first investment in stocks; shows how the stock exchange works, the function of brokers, and sensible investment approaches for men and women.			66
*MARKETPLACE, U.S.A. B&W 30 min CA Explains what commodity futures markets are' and how they serve the nation.			75
*MR. WEBSTER TAKES STOCK B&W 28 min S Tells what happens when a boy visits the New York Stock Exchange and finds out how people put money to work by investing in sound common stocks.			75
*O.T.C. SECURITIES MARKET Col 10 min SCA Tells the story of the over-the-counter market from its beginnings in the 18th century to the present; illustrates the characteristics and operations of the market which deals in an estimated 50,000 individual issues, including industrial and utility stocks, foreign securities, state and municipal bonds, and U.S. Government securities.			63
*ODD LOTS AND SERVICE B&W 18 min SCA Describes how the odd-lot dealer operates on the New York Stock Exchange			66

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
SPECULATORS Col 28 min CA 1962 Provides a background for laymen interested in investing in the commodities market; includes explanation of terms, market operations, and investment considerations.		89:$3.30	75
"THE STOCK EXCHANGE AND INVESTING" Col SCA A combination of two films: What Makes Us Tick and Working Dollars.			66
WE'RE AN ODD LOT Col 10 min SCA Presents valuable information for the small investor--tells how an "odd lot" house works through the facilities of the New York Stock Exchange			66
WHAT MAKES US TICK Col 12 min SCA Reveals the functions of the New York Stock Exchange and how stocks are purchased and sold for the investing public.			66
WORKING DOLLARS Col 13 min SCA Gives information about the New York Stock Exchange: stocks, dividends, the role brokers play, as well as the Monthly Investment Plan based on dollar-cost averaging.			66
*YOUR SHARE IN TOMORROW Col 27 min SCA Traces an actual transaction on the floor of the New York Stock Exchange involving brokers representing buyers and sellers			66

CONSUMER INFORMATION

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
EAUTY ON THE PRODUCTION LINE W 14 min SCA eports on a variety of industries producing roducts for the American woman.			61
EHIND THE LABEL. . . OR THE CASE OF MRS. HARRIDAN'S HAT ol 14 min S 1962 rovides information about labels on canned oods--what they mean and why they are there; ncludes some interesting facts about the anning industry and how it operates.			26
USTOMERS WANT TO KNOW ol 30 min SCA ells the story of Consumers Union and its onsumer products testing and rating service.			22
ABRIC CARE MAGIC &W 14 min SCA ells of the activities carried on by the professional laudry personnel to keep consumers informed of how to take care of various fabrics; stresses the laundry's research and development efforts.			61
*FOLLOW IT ALL THE WAY Col 22 min SCA 1962 Describes quality control where an item must undergo rigorous laboratory tests before it is released to the consumer; traces the manufacture of a product from its inception to completion.			8
*GREAT LABEL MYSTERY, THE B&W 60 min SCA Discusses food, drug and cosmetic packaging practices, and "truth in packaging" legislation.	47:$200	47:$9.15	
*MAN-MADE FIBERS B&W 14 min SCA Describes the development of man-made fibers which are used in the manufacture of a variety of consumer goods.			61

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
QUALITY AND PEOPLE Col 25 min SC Dramatizes the story of the quality control essential in the manufacture of medicines and the role played by its well-trained people.			66
THINKING OF YOU Col 15 min SC Describes the steps involved from the moment an idea is conceived by an artist until it becomes a greeting card in a retail store.			66
WHY THE SHOE FITS Col 31 min SC Discusses how women's shoes are made from the time the design is created until the finished shoe reaches the dealer's store.			66
SOUND/SLIDEFILMS			
DESIGNED FOR YOU Col 15 min 42 fr SC 1965 Tells the story of a ready-to-wear fashion from fiber to fabric to its promotion as consumer merchandise in a retail store; outlines the steps in the creation of a fashion to its completion in the manufacturer's workroom; discusses the promotional and merchandising aspects of fashion.			70

ECONOMICS

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
DVENTURE IN ECONOMICS" SERIES (Set of 10)			
KE MINE FREEDOM (1) l 9 min S 1950 Antimated resses the importance of preserving the free terprise system and the American way of life.	5:$100	5:$2.50	
OING PLACES (2) ol 9 min S 1950 Antimated xplains the theory and workings of the pro- it motive and the capitalistic system of free nterprise in a highly simplified form.	5:$100	5:$2.50 88:$1.60	35
EET KING JOE (3) ol 9 min S 1950 Antimated hows how the worker enjoys the benefits of he private enterprise system; explains how usiness and capitalism help the individual ttain his status.	5:$100	5:$2.50	
HY PLAY LEAP FROG? (4) Col 9 min S 1950 Antimated Shows the relationship between increased wages nd increased prices.	5:$100	5:$2.50 47:$3.15	
LBERT IN BLUNDERLAND (5) Col 9 min S 1950 Antimated Describes nature of a life in a police state with its political, economic, and social impact.	5:$100	5:$2.50	
FRESH LAID PLANS (6) Col 9 min S 1950 Antimated Discusses how wage and price controls, rationing, and other controls which eventually result in the closing of business establishments and the unemployment of much of the community's work force.	5:$100	5:$2.50	
IT'S ONLY THE BEGINNING (7) Col 9 min S 1950 Antimated Deals with the importance of company profits in making possible reserve funds for the purpose of conducting research.	5:$100	5:$2.50	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
NSIDE CACKLE CORNERS (8) ol 9 min S 1950 Antimated ells the story of competing companies in a ypical community and of their efforts to main- ain a favorable position in the market by eans of research, product innovation, product esigning and packaging and attractive pricing.	5:$100	5:$2.50	
DEAR UNCLE (9) Col 9 min S 1950 Antimated Deals with the plight of the businessman, the laborer, and the farmer in meeting the tax bills levied on each by Uncle Sam to pay for a variety of government projects and services.	5:$100	5:$2.50	
THE DEVIL AND JOHN Q (10) Col 9 min S 1950 Antimated Discusses the nature and dangers of inflation.	5:$100	5:$2.50	
AGE OF SPECIALIZATION, THE B&W 13 min S 1957 Shows the technological changes in production, communication, and transportation as compared to 1900, which created radical economic changes, requiring greater specialization of skills.	58:$75	14:$3.50 83:$5 87:$5	
"AMERICAN BUSINESS SYSTEMS, THE" SERIES (Set of 10)			
*THE ROLE OF THE MARKET (1) B&W 30 min SCA 1963 Describes what the market is, what it does and how it operates to determine prices and allocate resources; examines at length the forces of supply and demand.	47:$125	47:$5.40 61:$1.50	
*HOW THE MARKET EVOLVED (2) B&W 30 min SCA 1963 Traces the evolution of American business methods from early colonial times to modern day corporate procedures.	47:$125	47:$5.40 61:$1.50	

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
CHNOLOGICAL DEVELOPMENT (3) W 30 min SCA 1963 amines the role technology has played in erican business and shows how competition mpels constant search for better products nd processes.	47:$125	47:$5.40 61:$1.50	
E NATION'S RESOURCES (4) W 30 min SCA 1963 eals with the quantity and quality of the ation's land, labor, capital, and managerial alent on which business is dependent in pro- iding goods and services.	47:$125	47:$5.40 61:$1.50	
HE CHALLENGE OF MANAGEMENT (5) &W 30 min SCA 1963 etails the responsibilities of a busines man- ger and the problems to be met in operating a roprietorship, a partnership, and a corpora- ion.	47:$125	47:$5.40 61:$1.50	
RODUCTION AND MARKETING (6) &W 30 min SCA 1963 onsiders the functions of production and mark- ting; shows how the problems of producing and istributing goods are handled.	47:$125	47:$5.40 61:$1.50	
INANCIAL MANAGEMENT (7) &W 30 min SCA 1963 Explains the vital functions a financial mana- ger performs in the organization and capital- izing of a business enterprise.	47:$125	47:$5.40 61:$1.50	
ECONOMIC GROWTH (8) B&W 30 min SCA 1963 Shows what causes growth; how it is measured and the factors which impede growth by hamper- ing capital accumulation and investment.	47:$125	47:$5.40 61:$1.50	
GOVERNMENT AND THE MARKET (9) B&W 30 min SCA 1963 Discusses the roles government plays in the economy and the extent to which government actions have modified the operations of a free market.	47:$125	47:$5.40 61:$1.50	

16 MM FILMS

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
MARKET AND THE INDIVIDUAL (10) W 30 min SC 1963 ows how abundantly the needs and wants of e American people are met through a business stem of free choice.	47:$125	47:$5.40 61:$1.50	
ERICA--EDGE OF ABUNDANCE W 60 min S SCA plores the far-reaching economic and social nsequences of the increasingly automated and mputer-oriented society in the United States d the possible effects of this technology on aining, leisure, and American values.		16:$5.50 47:$8.15	
ERICAN HARVEST ol 29 min SCA 1952 hows how raw materials are fashioned by men nd machines into usable wealth; helps to give n understanding of how we are all interde- endent upon one another in our American enter- rises.			55
MERICAN TAX SYSTEM, THE &W 30 min S 1963 valuates the basic American system in terms f the various principles on which a tax should e based.	31:$150		
MERICA'S DISTRIBUTION OF WEALTH &W 13 min S 1955 emonstrates how our income is divided among the various population groups.	5:$60	5:$2.50 14:$3.50	
ANATOMY OF A BANKRUPTCY B&W 55 min CA Includes an interview of the bankrupt by his counsel, courtroom proceedings, appointment of a trustee, first meeting of creditors and trial.	83:$250	83:$13.50	
ANATOMY OF FREE ENTERPRISE, THE B&W 20 min S 1963 Tells how markets supply goods and services while reflecting the free choice of buyer and seller; explains how prices regulate the combination of labor, capital, and management for production at the lowest cost with maximum benefit to the consumer.	18:$125	87:$6.50	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
SSIGMENT AMERICA ol 27 min CA ells the story of growth and progress in merica; shows how this growth has been stim-lated by investment capital supplied by in-urance companies.			8
UTOMATION &W 84 min SCA 1957 xplores the many problems connected with the evoluntionary developments of automation and hows automation at work in dozens of industries ranging from aviation to baking.	58:$350	16:$7.50 88:$8.25	
AUTOMATION--WHAT IS IT? B&W 14 min SCA Illustrates applications of automation to a variety of industries to improve manufacturing methods.			61
*AUTOMATION: WHAT IT IS AND WHAT IT DOES Col/B&W 14 min S 1966 Explores automation from an electric can opener to transfer machines on an assembly line to a computer-controlled petroleum refinery.	24:B&W$75 24:Col$150		
*BASIC ELEMENTS OF PRODUCTION, THE B&W 13 min S 1954 Presents a graphic description of each of the four basic elements that enter into the production of good and services: natural resources, labor, capital, and management; shows what each of these elements contributes to the production process.	32:$75	14:$4 32:$3.50	
*BETTER WAY, A Col 29 min SC Explains the role of a large company in our free enterprise system; covers the importance of advertising, how the lives of workers are improved by advances in industry, and the security and importance of the individual in today's society.			66

TITLE AND DESCRIPTION	SOURCE		FREE
	PURCHASE	RENT	
16 MM FILMS			
BETTER WAY--WITH DATA PROCESSING, A Col 30 min SCA 1963 Shows the way a steel cutting tool is programmed to cut parts of a ship automatically and how data processing is used to approve checks, controlling inventories, recording sales, and transmitting orders.			50
"CHALLENGE OF CAPITALISM, THE" SERIES (Set of 10)			
UNEMPLOYMENT (1) B&W 30 min CA Kinescope Discusses problems which arise from unemployment; delves into the many causes of this unpleasant reality of our society.	85:$90	85:$7	
*INFLATION: CAUSES AND CURES (2) B&W 30 min CA Kinescope Points out that while inflation was traditionally caused by increased demand, the "new inflation" stems from the endless cycle of wage increases and price increases and is, therefore, more difficult to control.	85:$90	85:$7	
*MONOPOLY (3) B&W 30 min CA Kinescope Examines the problems that can emerge when a few companies control a giant's share of the market; using three of the largest cigarette manufactures as examples, shows that they are not competitors in the true sense of the word, but only rivals on matters such as advertising, colorful wrapping, etc.; stresses price fixing by large corporations is one of the important problems of our economy.	85:$90	85:$7	
*THE CORPORATION AND ITS RELATION TO ECONOMY (4) B&W 30 min CA Kinescope Traces the history of corporations and how they have come to be the dominant form of business organization in the U.S. today; points out the weak position of the average stockholder in determining company policy, but emphasizes that corporations are now "working in a goldfish bowl for all to look at."	85:$90	85:$7	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
HE STOCK MARKET (5) B&W 30 min CA Kinescope Reveals the organization and operating procedures of the stock market; indicates how and why the stock market is a tool to an efficient capitalist economy.	85:$90	85:$7	
SMALL BUSINESS MAN (6) B&W 30 min CA Kinescope Destroys the myth that small business is vanishing; contends the high turnover rate and the public complaints of small business men are responsible for this erroneous concept and the failure of most small businesses is due to poor management and planning and not discriminating tax structure, lack of credit, or big corporations.	85:$90	85:$7	
*THE FARM PROBLEM (7) B&W 30 min CA Kinescope Outlines the history and reasons why we are now faced with an enormous farm problem; suggests possible solutions to this headache such as gradual decrease in price supports along with paying American farmers in the low incmme groups to leave this field and also teach them new trades and help them adjust to urban living.	85:$90	85:$7	
*LABOR UNIONS (8) B&W 30 min CA Kinescope Explains that labor unions are a shield for the American workingman, emphasizing their importance in industrial democracy; shows that unions are not perfect therefore there are problems which must be dealt with.	85:$90	85:$7	
*ADVERTISING (9) B&W 30 min CA Kinescope Explains that advertising is important to the American scene because it informs; describes the essential differences between useful advertising and the kind that has caused distrust and criticism.	85:$90	85:$7	

		SOURCE	
TITLE AND DESCRIPTION	**PURCHASE**	**RENT**	**FREE**
16 MM FILMS			
*THE FUTURE OF AMERICAN CAPITALISM (10) B&W 30 min CA Kinescope Summarizes the challenges of the future; explores foreign policy, its costs, and its importance, the future role of government in labor-management disputes; and the hope for peaceful coexistence with the Russians.	85:$90	85:$7	
*COMPANY FOR LUNCH B&W 26 min SCA Shows an annual shareholders' meeting of a large corporation; explains how the shareholder can participate in the operation of a company.			75
*COMPETITION AND BIG BUSINESS Col/B&W 22 min SC 1952 Analyzes the relationship of big business to competiton; defines big business in its proper perspective along side other forms of enterprise and the effect of big business on such problems as monopoly, entry into the market, and technological progress.	32:B&W$120 32:Col$240	14:$4 32:B&W$5.50 32:Col$8 47:B&W$4.15 47:Col$6.65 83:$6 87:$8	
*COMPETITION IN BUSINESS Col/B&W 14 min SC 1961 Discusses the principles underlying business competition, including free enterprise and the development of new and improved products.	17:$137.50 24:B&W$75 24:Col$150	17:$5/3da 47:$2.90 60:B&W$2.50 60:Col$4.50	
*CRISIS IN LINDENVILLE B&W 28 min SCA Gives insight into the operations of industry by a story of a crisis that confronts a small company in a small community; shows how business really operates and meets the day-to-day problems in the battle of competitive free enterprise.			61
*ECONOMICS OF DEMOCRACY Col 28 min SCA 1959 Describes three types of private enterprise--proprietorship, partnership, and the corporation; explains how cooperative activity permits business to gain efficiency without consolidation or merger.		89:$2.70	6

TITLE AND DESCRIPTION	SOURCE		FREE
	PURCHASE	RENT	
16 MM FILMS			
DDIE, INCORPORATED ol 30 min S hows how free enterprise works.			8
NTREPRENEUR, THE PART I &W 29 min CA iscusses the risks and rewards of business ctivity and the type of social structure necesary to permit independent development of abilities.	47:$125	47:$5.40	
ENTREPRENEUR, THE PART II B&W 29 min CA Discusses the value of practical education and the need for organizing one's life to serve society.	47:$125	47:$5.40	
"EVERYBODY'S BUSINESS" SERIES (Set of 10)			
COMPETITION FOR WHOM? (1) B&W 30 min CA Kinescope Explains that "creative destruction," improved products replacing established ones, is a significant part of the U.S. competitive business structure; indicates consumers encourage competition and producers resist with protective associations and codes.	85:$90	85:$7	
*WHO'S IN CHARGE HERE? (2) CA Kinescope B&W 30 min Illustrates that the price inventory system serves as an indicator to businessmen when more or less of any item is wanted at a fixed price, when to seek substitutes and when to raise, lower, or stop production.	85:$90	85:$	
*PROFITS AND INCENTIVES (3) B&W 30 min CA Kinescope Suggests that incentives attract people into expanding fields or persuade them to leave when no longer needed; shows how a different company can be induced to produce a high demand product when it has positive incentives; negative incentives lead the company already producing a product to cut prices or production.	85:$90	85:$7	

TITLE AND DESCRIPTION	SOURCE PURCHASE	 RENT	 FREE
16 MM FILMS			
HOW BIG IS TOO BIG? (4) B&W 30 min CA Kinescope Reveals that size of business alone is no guarantee of success or permanence; indicates big business competition is tougher than small, because any large corporation has the resources to cross industry lines and place its by-products in competition with the main products of another company.	85:$90	85:$7	
MORE FOR LESS (5) B&W 30 min CA Kinescope Explains that recent economic growth in the U.S. is attributable to increased efficiency; notes some problems arise when changes in efficiency cause the loss of jobs to machines; tells how efficiency can create new jobs, but in other areas and these new methods can only be effective for those industries producing goods or services for which there is a steadily high or increasing demand.	85:$90	85:$7	
*THE PROCESS OF PROGRESS (6) B&W 30 min CA Kinescope Suggests that the introduction of a better product means that any business that wants to maintain or expand its share of the market must also adopt a new method; shows that the innovator can either introduce a brand new product, a significant modification of an existing one, or a new and more efficient method, which makes the inventor extremely unpopular with business and the consumer.	85:$90	85:$7	
*WHAT'S GOING ON HERE? (7) B&W 30 min CA Kinescope Discusses how consumers tell the economy what they want; shows that any product has a certain life cycle, so business is constantly introducing new items to replace those which are dying; stresses that costs and risks of developing a new product are very high and only a fraction survive.	85:$90	85:$7	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
PRESSURE POINTS (8) B&W 30 min CA Kinescope Points out how people have become increasingly sensitive to the complaints of those who are being hurt by "creative destruction"; shows that most of the measures taken to ease these harmful effects either stop or slow down change, or make change so costly that it is not introduced as widely as it might be; explains the problem of spreading the economic costs which arise because people want both to respond to those being hurt, as well as to have progress.	85:$90	85:$7	
*THE FIRST MOUSETRAP (9) B&W 30 min CA Kinescope Suggests change ultimately depends on invention, but invention is risky; indicates that new inventions must be diffused throughout the economy; stresses that the patent is the only way to protect the inventor, and the patent itself gives so little protection that secrecy--which works against diffusion--is often preferred as an alternative.	85:$90	85:$7	
*THE CHALLENGE OF CHANGE (10) B&W 30 min CA Kinescope Contends the economy must somehow meet the challenge of supplying unlimited wants from limited resources; indicates that to make the best use of these resources people must first be clear about their goals,and, once they have decided on these goals they can pick a course of action which will allow them to make the greatest progress toward achieving them; suggests decisions must be made clearly by society on the basis of the values involved.	85:$90	85:$7	
*EVERYBODY KNOWS B&W 15 min SCA Spotlights vital facts about wages, prices, profits, cost of living, productivity, and jobs.	17:$110	14:$4 17:$5/3da	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
*EVERYDAY ECONOMIC TERMS B&W 20 min S 1963 Defines economics terms and explains their application in the operation of our economic system.	18:$125	87:$6.50	
*FACTORY, THE Col/B&W 14 min S 1957 Illustrates steps involved in the manufacture and sale of a product including: product planning and design, engineering, purchasing, hiring of personnel, assembling, and selling.	37:B&W$62.50 37:Col$125		
*FEDERAL TAXATION Col/B&W 11 min S 1965 Analyzes sources and uses of federal tax revenue; gives basic information for evaluation of such taxation as to fairness, adequacy, and consistency with economic goals.		14:$2.50 89:$3.10	
*GETTING STARTED SCA B&W 14 min Indicates that large business, seeing a need for a new product that they could not economically make themselves, helps smaller concerns get into the manufacturing of it.			61
*GOOD OLD SAM Col 30 min SCA Explains what the average investor can accomplish with long-term investment; analysis of the economic system and how it works.			75
*GOVERNMENT AND BUSINESS B&W 30 min S Considers ways in which the pragmatic course in government-economy relations established by Alexander Hamilton still endures.	31:$150		
*GROWING WITH THE NATION B&W 14 min SCA Reports on how a number of businesses grew in size as the result of expanding markets.			61

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
*HIDDEN PAYROLL, THE B&W 14 min SCA Shows how a variety of "fringe benefits" contribute to the financial security of employees.			61
*HOW TO INVEST AND WHY B&W 20 min SCA Reports that inflation can decrease the value of money reserves and what careful investment can do to help the individual protect his savings from attrition.			75
*HOW WE GOT WHAT WE HAVE B&W 22 min SCA Presents the vital role of political freedom in the economic progress which comes from the accumulation of privately owned tools of production.	3:$79		
*HOW WE LIVE B&W 30 min SCA Explains how the statistics of the census can be used to draw a picture of the changing pattern of American life; contrasts the changes in urban and rural living and housing standards and traces the comparative upswing in our level of living.			80
*INC. Col 24 min SC Tells the story of the corporation as a central institution in the American economy; discusses management, stockholders, creditors, government and labor, and the large role that corporations play in research and the development of new products.	8:$150		8
*INFLATION Col/B&W 22 min SC 1953 Defines inflation, reveals its causes and effects, and suggests ways to prevent; explains that a war crisis can bring about inflation by increasing money supply and decreasing goods supply; shows remedies for inflation should reduce the amount of money in circulation and at the same time, increase productivity.	32:B&W$120 32:Col$240	14:$4 32:B&W$5. 32:Col$8 88:$5 89:$3	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
INPUT/OUTPUT STRUCTURE OF THE AMERICAN ECONOMY Col 46 min CA 1965 Explains the utilization of the input/output chart which reflects the projection of economy for governments, industry and business.		88:$8.25	
INTERNAL ORGANIZATION B&W 10 min CA 1951 Illustrates the fundamental purposes of business organization and basic organizational principles; discusses delegation of authority, division of labor, assignment of responsibility, and shows types of organization that can be adapted to the needs of any enterprise.	58:$70	83:$4 84:$2.25 87:$5	
*INVISIBLE BRIDGE, THE Col 25 min SCA 1963 Conveys clearly and dramatically an understanding of the ways in which the interlooking network of Ford affiliate companies contributes to the social, economic, and industrial progress of many nations and their people.			39
*IT'S EVERYBODY'S BUSINESS Col 22 min S 1954 Antimated Explains how profits and individual investment create jobs; how competition keeps values high and prices low, how advertising benefits everyone and how government should function in a free economy to the best interests of everyone.		47:$5.40 88:$1.60 89:$1.25	
*IT'S YOUR DECISION PART I B&W 26 min SC 1954 Depicts the problems associated with organizing a new business; discusses the role of management, employee, and investor in the success of a business	3:$134	3:$10	
*IT'S YOUR DECISION PART II B&W 16 min SC 1954 Explains the necessity of replacing and expanding equipment to insure survival and growth in business.	3:$77	3:$10	

	SOURCE		
TITLE AND DESCRIPTION	**PURCHASE**	**RENT**	**FREE**
16 MM FILMS			
*LARGE AND SMALL OF IT, THE B&W 14 min SCA Outlines the roles of large and small businesses; shows how they complement each other to assure maximum service to the public.			61
*LAW OF DEMAND AND SUPPLY, THE Col/B&W 11 min S 1952 Illustrates how the law of demand and supply affects business.	24:B&W$60 24:Col$120	14:$2.50 60:B&W$2.50 60:Col$4.50	
*LET'S FACE IT PART I B&W 20 min SCA Brings into sharp focus the stern necessity of keeping costs at a level satisfactory to the customer; costs are identified within the functional operating report, and dramatized by a dispute between representatives of labor, management, and the stockholders of the baby buggy factory.	3:$71		
*LET'S FACE IT PART II B&W 16 min SCA Stresses that labor, management, and capital must work together instead of against each other, and increase efficiency so that more buggies are produced for the same money.	3:$55		
*MANAGERIAL REVOLUTION, THE B&W 26 min SCA 1967 Traces the course and development of American industry from 1916 to the present; describes the Henry Ford-inspired, managerial and mass production revolutions and how they changed the face of American society.	45:$125		
*MEANING OF THE INDUSTRIAL REVOLUTION Col/B&W 10 min S 1950 Contrasts life before invention of machines for mass production with life and surroundings of today; shows changes brought about by invention, factory system, and improved methods of manufacturing.		14:$2.50 47:B&W$2.15 47:Col$3.40	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
*MODERN CORPORATION, THE Col/B&W 28 min S 1966 Deals with the structure and functioning of modern corporate enterprises, their growth, and their role in today's economic society.	77:B&W$110 77:Col$215	84:$4.75	
"MONEY TALKS SERIES" (Set of 5)			
*GOALS AND GROWTH (1) B&W 30 min SCA 1962 Examines Gross National Product, stable prices, full employment; shows how these economic goals are in conflict and what choices must be made.	6:$135	9:$10	
*THE SEARCH FOR STABILITY (2) B&W 30 min S 1962 Shows the methods of control by the Federal Reserve Bank and the Government over wild fluctuations in prices,employment and production.	6:$135	9:$10	
*EXPORTS, IMPORTS, DOLLARS AND GOLD (3) B&W 30 min SCA 1962 Examines some of the means of easing the net outflow of gold with an explanation of the classic "doctrine of comparative advantage".	6:$135	9:$10	
*ALLOCATING OUR RESOURCES (4) B&W 30 min SCA 1962 Indicates state control, or a free market, are two totally different answers as to what to produce, how and for whom; states America rejects state planning but accepts some restrictions on a free market for the sake of fair distribution and efficiency.	6:$135	9:$10	
*THE CASE FOR COMPETITION (5) B&W 30 min SCA 1962 Indicates competition begets lower prices and engenders a greater variety of products; discusses a favorable "climate" between government and business which can lead to economic stability, growth, and freedom.	6:$135	9:$10 88:$5	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
*OF MUTUAL INTEREST Col 14 min SCA 1964 Explains clearly how mutual funds operate and why this type of investment contributes to the prosperity and growth of American industry.			75
*ONCE UPON A TIME Col 25 min SCA Cartoon Dramatizes the stifling effect on business of unnecessary government regulation; emphasizes the importance of protecting economic and political freedom.	17:$90	17:$5/3da	
*ONE HOE FOR KALABO Col 27 min SC Tells the story of modern machine tools and their effects on economies and civilization.			66
*OUR NATIONAL ECONOMY B&W 29 min SCA 1961 Discusses the present status of the American economy and why a country so rich in material advantages is so poor in services.	47:$125	16:$6 47:$5.40	
*OWNING A SHARE OF AMERICA B&W 14 min SC Reveals how new companies come into being as the result of investors taking a risk to put money into buildings and machines required to produce a product never tried before; shows how shareholder's meetings keep investors informed about the company's management, policies, finances and general management.		14:$3.50	61
*PRODUCTIVITY: KEY TO AMERICA'S ECONOMIC GROWTH Col/B&W 28 min SC · 1965 Provides an introduction to the American economic system; explains the wages between productivity and wages and between productivity and the standard of living.	77:B&W$120 77:Col$240	47:$8.65 84:$5	

16 MM FILMS

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
*PRODUCTIVITY--KEY TO PROGRESS B&W 17 min S 1963 Discusses the factors of productivity as related to economic growth; illustrates how savings and investment create capital and how increasingly efficient tools add to increased productivity.	18:$125	87:$5.50	
*PROFIT AND LOSS, THE B&W 15 min S Clarifies the basic role of profits as a necessary incentive in the free market; portrays the business and economic facts in a typical American industry--and their counterpart in a typical American family.	5:$75	5:$2.50	
*PROFIT, CAPITAL, EQUIPMENT AND ECONOMIC GROWTH B&W 17 min S 1963 Tells how management of labor and capital can make wages, productive output, and profits increase simultaneously; gives the factors needed for growth.	18:$125	87:$5.50	
*PROFIT SYSTEM, THE B&W 13 min S 1955 Examines the American profit system; shows that profits make possible a continuing stream of technological advances and better products, which contribute to our rising living standards.	5:$60	5:$2.50 14:$2.50	
*PROFITS AND PROGRESS B&W 14 min SCA Stresses the necessity of ploughing back profits into business to permit expansion and innovations to meet or stay ahead of competition.			61
*RISK AND FORECASTING B&W 10 min CA 1951 Details the procedure for calculating the chief risks in a new enterprise; investigates the analysis of product as to physical appearance, production requirements, commercial uses, market surveys to determine demand, estimates of production requirements, and profitable relation of production costs and sales income.	58:$70	87:$5	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
*SECRET OF AMERICAN PRODUCTION B&W 13 min S 1955 Explains the five elements of American production: freedom to work, to compete, to invest, to advance, and to plan; shows how this production mechanism has activated the American system to produce the best results.	5:$60	5:$2.50 14:$2.50	
*SMALL BUSINESS, U.S.A.--THE STORY OF MAIN STREET B&W 33 min SCA Discusses the aspects of managing, buying, selling, accounting, etc.		14:$2.50	66
*SPIRIT OF ENTERPRISE B&W 13 min S 1955 Shows the difficulties encountered by a young couple starting in business.	5:$60	5:$2.50 14:$3.50	
*STEADY WORK, STEADY PAY B&W 14 min CA Reviews 65 years of actions by management to level peaks and valleys of production and employment without resort to controls which hamper economic growth; discusses various problems and solutions of how to avoid recessions and depressions.			61
*STRAWBERRIES--WITH CREAM Col 14 min S Tells the story of how people in many walks of life work together to help themselves, and each other, through cooperative organizations.			66
*STORY OF CREATIVE CAPITAL, THE Col 14 min SCA Antimated Reveals how invested dollars create new products and new jobs.	17:$110	17:$5/3da	
*THIS IS AUTOMATION Col 30 min CA 1956 Defines automation; shows application of principles in manufacturing and packaging of a variety of products.		84:$1 88:$1.60	

TITLE AND DESCRIPTION	SOURCE PURCHASE	 RENT	 FREE
16 MM FILMS			
*TIME LIKE THIS. . ., A Col 28 min SC Studies man's relationship to his basic environment in contemporary civilization; indicates that through education and technology, man is making progrees toward controlling his environment to strike a more even balance between effort and leisure.			66
*TREE OF ECONOMIC LIFE, THE Col 13 min S 1966 Illustrates the story of production and exchange in a free economy.	3:$95	3:$10	
*TROUBLE IN PARADISE Col 13 min SC Describes how a mythical community coped with the problems of inflation.			8
*VOICE IN BUSINESS, A B&W 14 min SCA 1960 Shows how a corporation communicates with its stockholders, how stockholders vote on important issues, and results of voting at one company's annual meeting.	50:$25	14:$2.50	50
*WE DID IT OURSELVES B&W 13 min SCA 1957 Describes the importance of investment to the growth and progress of the country; special emphasis on work of investment companies.		84:$1.50	
*WHAT IS AUTOMATION? Col/B&W 14 min S 1965 Shows an automated factory; tells that with a increased amount of automation, ability to produce goods and ability to have leisure time will increase.		47:$5.65	
*WHAT IS BUSINESS? Col/B&W 11 min S 1950 Shows how familiar services or goods are produced and distributed to satisfy consumer demand.	24:B&W$60 24:Col$120	14:$2.40 60:B&W$2.50 60:Col#4.50	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
*WHAT WE HAVE B&W 15 min SCA 1950 Shows the free customer, who through his purchases, pays all the costs of business.	3:$55	3:$10	
*WHISTLE AT EATON FALLS B&W 95 min SCA 1951 Shows a young union leader who is asked to take over management of a factory whose operation means the existence of the community; presents problem of workers' resentment because the factory is forced to close temporarily for installation of new equipment which will result in increased efficiency and operation at a profit.		88:$9.50	
*YOUR MONEY IS WHAT YOU MAKE IT Col 30 min SCA 1952 Pictures inflation as resulting from a lack of balance between supplies of goods and money to buy these goods; shows panic-buying creating the condition and higher production preventing it.		14:$2.50	

		SOURCE	
TITLE AND DESCRIPTION	**PURCHASE**	**RENT**	**FREE**
FILMSTRIPS			
"BASIC ECONOMICS" SERIES (Set of 8) Traces the development of an economics system in an imaginary community which gradually introduces money, taxation, banking, borrowing, and lending into its society.	31:$48		
#LIVING AND WORKING WITHOUT MONEY (1) Col S			
#MONEY (2) Col S			
#MONEY GOES TO WORK (3) Col S			
#NEW WAYS TO USE MONEY (4) Col S			
#MONEY AND PANIC (5) Col S			
#MONEY AND GOVERNMENT (6) Col S			
#TOO MUCH MONEY (7) Col S			
#TOO LITTLE MONEY (8) Col S			
"ECONOMICS FOR OUR TIMES SERIES" (Set of 6) Aids in the understanding of the following economic concepts:	58:$45		
#GROSS NATIONAL PRODUCT (1) Col 40 fr S			
#INFLATION--AND YOU (2) Col 40 fr S			
#INDEX NUMBERS AND ECONOMIC STATISTICS (3) Col 40 fr S			
#AMERICAN CAPITALISM: A FLEXIBLE AND DYNAMIC SYSTEM (4) Col 40 fr S			

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
FILMSTRIPS			
#CONTROLLING THE BUSINESS CYCLE (5) Col 40 fr S			
#UNDERSTANDING INTERNATIONAL TRADE (6) Col 40 fr S			
"MCGRAW-HILL ECONOMICS SERIES" (2 Sets of 5) Emphasizes the basic economic facts and institutions, and presents a realistic picture of the working of our economic system. Topics in Set I are:	58:$27.50 each		
#BASIC ECONOMIC CONCEPTS (1) B&W 40 fr CA			
#NATIONAL INCOME, PART I (2) B&W 40 fr CA			
#NATIONAL INCOME, PART II (3) B&W 40 fr CA			
#SAVING AND INVESTMENT (4) B&W 40 fr CA			
#MONEY, PRICES, AND INTEREST (5) B&W 40 fr CA			
Topics in Set II are:			
#BUSINESS CYCLES AND FISCAL POLICY (1) B&W 40 fr CA			
#BANKING AND MONETARY CONTROL (2) B&W 40 fr CA			
#INTERNATIONAL TRADE (3) B&W 40 fr CA			
#SUPPLY AND DEMAND (4) B&W 40 fr CA			
#PROFIT AND COST EQUILIBRIUM (5) B&W 40 fr CA			

TITLE AND DESCRIPTION	SOURCE PURCHASE	 RENT	 FREE
FILMSTRIPS			
LE OF CAPITAL INVESTMENT, THE l 113 fr SC- 1966 overs the topics of the importance and problems in capital accumulation, how balance is chieved between saving and investment, and how ublicly-owned capital accumulates.	56:$9.50		
OLE OF CONSUMERS, THE ol 109 fr SCA 1962 xamines the function, importance, and problems f consumers in our current economy and how veryday family type economic activities affect he general economy.	56:$9.50		
OUR ECONOMIC SYSTEM" SERIES (Set of 6)	38:$30		
FREEDOM AND RESPONSIBILITY (1) Col S Discusses the meaning of free enterprise in relation to property ownership, saving and investment, pricing, employment, and collective bargaining; contrasts it with communism, interdependence of economic and political freedom.			
PRIVATE CAPITAL (2) Col S Shows how capital is used to create wealth; importance of saving, private capital vs. government ownership as under communism; proprietorships, partnerships, corporations, and advantages and handicaps of each; government controls to protect public shown.			
#PROFIT MOTIVE (3) Col S Indicates profit is a reward for saving and risking; discusses profit before and after taxes, entrepreneur, and the law of diminishing returns.			

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
FILMSTRIPS			
OMPETITION (4) ol S eveals that competition in business is like ompetition in athletics; discusses price, uality, newness, advertising, and other forms f competition; tells about natural monopolies nd government controls; mentions value vs. rice in consumer buying.			
LABOR (5) Col S Tells the meaning of labor, management, salary, wage; discusses the history of labor organization with highlights of labor and social security legislation; shows problems of automation and need for education to adapt to it.			
THE ROLE OF GOVERNMENT (6) Col S Gives a brief history of expanding role of government to assure competition and protect labor, consumer, and investor; states examples of government ownership; discusses public vs. private sector of economy.			
OUR GROWING AMERICA Col 45 min 152 fr SCA 1963 Describes the growth of American economy, interflow of goods and services as they influence investments, population, profits and government and banking systems in promoting economic stability in an expanding economy.	56:$9.50		
"WORLD OF ECONOMICS SERIES, THE" (Set of 6) Discusses fundamental economic concepts; illustrates the major role of the free market in solving the central problems of production, distribution, and economic growth. Topics include:	58:$45		
#ECONOMICS: THE SCIENCE OF CHOICE (1) Col 35 fr S Cartoon			
#COMPARATIVE ECONOMIC SYSTEMS (2) Col 35 fr S Cartoon			

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
RKETS IN A FREE ECONOMY (3) 1 35 fr S Cartoon			
E DISTRIBUTION OF INCOME (4) 1 35 fr S Cartoon			
GES AND HOURS (5) 1 35 fr S Cartoon			
NEY AND BANKING (6) 1 35 fr S Cartoon			
SOUND/SLIDEFILMS			
CONOMIC GROWTH: THE GREAT DEBATE ol 35 fr Cartoon ooks at the topic of the country's economic rowth and discusses several controversial uestions regarding it.	17:$13.50		
FUNDAMENTALS OF ECONOMICS" SERIES (Set of 8)	33:$50		
HAT IS ECONOMICS? (1) ol S escribes the complexity that makes consumer roducts possible from manufacturer, manpower, ransportation, and financing, to consumer and he interdependence of interests required to roduce commodities.			
ONEY (2) ol S oints out the limitations of bartering, our onetary system, paper money, comparisons be- ween early Colonial paper money and today's oney.			
AXES (3) ol S iscusses various federal and state tax objectives, income tax, and tax evasion.			

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
ANKS AND BANKING (4) ol S rovides an introduction to banking services, nterest rates, mortgages, difference between ommercial and savings banks, F.D.I.C.			
ABOR AND LABOR UNIONS (6) ol S eveals the objectives of unionism, management's iews of labor, and advantages and disadvantages f a strike.			
REDIT BUYING (7) ol S larifies the laws of supply and demand, impulse uying, and gives advantages and disadvantages f credit buying			
OPULATION (8) ol S onsiders the population explosion, problems of enior citizens, restrictive immigration rules nd the corresponding effects of automation.			
INVESTMENT WITH A PURPOSE Col 8 min CA Discusses the functions and services of investment companies.	54:$		
WHO PROFITS FROM PROFITS? Col 32 fr SCA Cartoon Discusses the word "profit" and how it benefits the individual and economy.	17:$13.50		

LABOR-MANAGEMENT RELATIONS

		SOURCE	
TITLE AND DESCRIPTION	**PURCHASE**	**RENT**	**FREE**
16 MM FILMS			
BITRATION IN ACTION W 28 min CA 1960 volves the discharge of a truck driver for king more time on a trip than management hought was justified; also involved is the ployee's general absenteeism and work record.	2:$125	1:$7.50 2:$25 88:$3.75	
UTOMATION: THE NEXT REVOLUTION &W 29 min SCA 1965 ooks at the impact of automation on workers nd the problems it creates in the society.	58:$150	1:$3 87:$7.50	
UTOMATION: WEAL OR WOE &W 84 min SCA 1957 xplores the many social and economics pro- lems connected with the revolutionary devel- pment of automation; discusses changes which he machine age has brought; shows automation t work in dozens of factories in this country nd one in Russia.		1:$7.50	
WESOME SERVANT, THE B&W 55 min SCA 1961 Discusses such basic issues as society's re- sponsibility to the displaced worker, retraining programs, vocational education, federal standards for unemployment compensation and full employment.		1:$7.50	
COLLECTIVE BARGAINING - YOU ARE THERE AT THE BARGAINING TABLE B&W 50 min A Shows management, supervisory, and plant personnel how collective bargaining actually works; explains the background of the wage discussion, reports the results of negotiations, outlines the final agreement, and points out significant bargaining maneuvers and techniques.	7:$300	7:$60/wk 88:$6	
CONSTITUTION AND EMPLOYMENT STANDARDS B&W 28 min CA 1958 Recreates the case of U.S. vs. Darby Lumber Company to illustrate role of Supreme Court in decision-making in our governmental system; case revolves around Fair Labor Standards Act of 1938 and court interpretation of constitutional standards.	47:$125	1:$3 89:$3.10	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
CONSTITUTION AND THE LABOR UNION B&W 29 min CA 1958 Discusses the Supreme Court case, Whitaker et.al. vs. North Carolina, in which a group of labor unions challenged a state ban on the closed shop, union shop, and other "unions security" provisions; flashbacks to other labor cases--Lochner vs. New York. Coppage vs. Kansas, Traux vs. Corrigan.	47:$125	89:$3.10	
DISCHARGE FOR ABSENTEEISM B&W 28 min CA 1963 Reviews an American Arbitration Association case; presentations by management and union illustrate arbitration procedures.		1:$3 2:$15	
GRIEVANCE, THE B&W 30 min CA 1954 Illustrates the orderly processing of a grievance through several stages of negotiation between union and management	58:$155	1:$3 47:$5.90 83:$8 87:$7.50	
LABOR COMES OF AGE B&W 18 min S 1966 Surveys labor and its struggle for recognition under the New Deal; discusses the strife between labor and management during the Roosevelt Administration.	31:$105		
LABOR MOVEMENT, THE: BEGINNINGS AND GROWTH IN AMERICA Col/B&W 14 min S 1959 Traces the growth of organized labor from the end of the Civil War to World War I, considers the methods labor used to achieve its goals against a background of labor-management relations and changing economic conditions.	24:B&W$75 24:Col$150	16:$3 47:B&W$2.90 47:Col$4.15 60:B&W$2.50 60:Col$4.50	
RISE OF LABOR, THE B&W 30 min S 1963 Traces the history of government policy on trade unions and welfare legislation	32:$150	1:$3 32:$6.50	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
ISE OF ORGANIZED LABOR, THE &W 18 min SCA 1960 ictures the origin of unions in the 19th entury; traces the evolution of the labor ovement through the period of company-hired trike breakers and Pinkerton agents, the or- anization of industrial unions, the emergence f the CIO, and finally the merger of the FL-CIO.	58:$125	1:$3 83:$8 87:$5.50	
ENIORITY VS. ABILITY &W 35 min CA 1961 eals with a senior employee who was denied a promotion because of his poor attendance record; union argues that absenteeism and late- ess may be just cause for discipline, but may not be used as the basis for denying a contract right.	2:$110	1:$3 2:$20	
SHOP STEWARD, THE B&W 22 min CA 1952 Describes the actions of a shop steward in action, his responsibilities to the members and the union, and problems in handling grievances.		1:$3 47:$4.40	
*STATE OF THE UNIONS, THE B&W 41 min SCA Examines the American labor movement--its leadership, aspirations, power, friends, enemies and its role in the American economy and society; explores the problems faced by unions in today's complex economic situation.	6:$240		
*STRIKE IN TOWN B&W 28 min CA 1956 Dramatizes what happens in a town when its biggest industry is threatened with a strike; describes disagreements within families, the reactions of public opinion, and the preparations for the strike.	58:$200	88:$5	
*STRUCTURE OF UNIONS, THE B&W 11 min S 1954 Describes the organization of labor unions today from the union local to the national body of labor congress.		1:$3 14:$2.50	

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
TEAMWORK--PAST & PRESENT B&W 11 min CA Outlines the necessity of cooperation between labor and management from early history to the present; stresses the need for understanding of one another's basic interest in order to reconcile differences.		14:$2.50	
WORKING TOGETHER - A CASE HISTORY IN LABOR-MANAGEMENT COOPERATION B&W 24 min SCA 1952 Discusses the first meetings between labor and management representatives; incidents leading to a strike and its settlement; and development of an effective working relationship which resulted in increased productivity, higher wages, and better working conditions.	32:$120	14:$4 32:$5.50	
FILMSTRIPS			
#ROLE OF OUR LABOR FORCE--THE PULSE OF THE NATION Col 162 fr S Topics covered: nature of the American labor force, background, development and growth of labor, problems of economic growth, stability, security, freedom and justice in relation to the labor force.	56:$9.50		

MARKETING AND MERCHANDISING

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
IR CARGO--A MODERN MARKETING TOOL ol 29 min SCA 1965 resents one of the newest marketing and dis- ribution tools--air cargo; discusses how bus- ness penetrated new markets where servicing nd delivery time are a prime factor; shows nteresting case studies of Ford, Sony, Mer- edes Benz, and others and how inventory, arehouse, and personnel costs were substant- ally reduced by shipping air freight.			8,79
IG CHANGE IN WORLD MARKETS, THE ol 31 min SCA 1959 rovides a historical sequence of how man has ried to improve his productivity; shows pro- uction in steel mills in India, building of ailroads in Brazil, and modernization of ag- icultural methods in numerous countries.			8
ONTAINERIZATION TODAY ol 13 min SCA eveals a new aspect of transportation called ontainerization, a shipping concept that trans- orts consumer goods more efficiently.			75
ONTAINERS AND LABELS &W 29 min SCA 1964 rovides a history of containers, showing hanges in sizes, shapes, types and require- ents.	87:$125	87:$7.50	
CONTENTS: MERCHANDISE B&W 14 min SCA Presents how the designing and producing of ewer forms of packaging pays off to the con- umer in the economics that result from in- reased production made possible by increased emand.			61
ASHION MEANS BUSINESS B&W 17 min SCA 1951 Discusses the important role that a forward- ooking labor union has played in developing the ten-billion-dollar-a-year fashion industry.		88:$3.75	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
OR BEAUTY AND USE &W 14 min SCA tresses the importance of design in the pro- uction and marketing of consumer products.			61
REIGHTAIR ol 12 min SCA ntroduces the latest forwarding and handling ethods used by a large airline.			66
ARKETING PRESCRIPTION DRUGS ol 30 min SCA 1965 resents role of marketing from inception in rofessional and marketing research through roduction, promotion, distribution and sales.		88:$1.60	
ARKETING RESEARCH PAYS OFF ol 13 min SCA 1959 Provides examples of research projects which ave contributed to the reduction in costs of torage, distribution, handling, and sales facilities of food products.		89:$1.25	
MIRACLE MARKET B&W 14 min SCA Provides an overview of the operations of supermarkets and their impact on consumer buying.			61
MR. STUART ANSWERS QUESTIONS B&W 34 min SCA Reveals how the owner of a small retail store found an answer to increased competition and how he corrected bad selling habits.		14:$4 47:$3.90	
*PACKAGING PAY OFF Col 26 min SCA Dramatically shows the increasing use of aluminum foil for eye-catching labels and all types of protective packaging.			68

TITLE AND DESCRIPTION	SOURCE PURCHASE	 RENT	 FREE
16 MM FILMS			
OWERED INDUSTRIAL TRUCKS &W 27 min S 1959 races the development of powered industrial rucks in the solution of materials handling roblems; explains the unit load principle.	87:$125	87:$7.50	
HAPE AND THE FUTURE, THE ol 20 min SCA ortrays in depth the packaging revolution nd how it has affected the consumer, how the hape and the materials of packaging have hanged, and what the future promises.			66
TRANSPORTATION OF GOODS Col 17 min S Gives a comprehensive coverage of the various kinds of shipping service commonly utilized by business and individuals.	19:$165		
VENTURES INCORPORATED B&W 42 min CA 1958 Case problem and related discussion revolving around the practicality of marketing a water-repellant paper umbrella intended for one-time use.		88:$5	
WALKER PRODUCTS COMPANY B&W 57 min CA 1960 Presents a case problem and related discussion concerning reciprocity in buying and selling between two companies.		88:$5	
WORLD IS YOURS, THE Col 27 min SCA Deals with the modern retailing and marketing methods of Montgomery Ward.			66

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
ETAIL REVOLUTION" SERIES, THE (Set of 4)	34:$275		
TTLE FOR SURVIVAL: SUBURBIA AND DOWNTOWN (1) 32 min 34 fr SCA eals with the revolution in merchandising and istribution techniques resulting from the poplation shift from city and rural areas to the uburbs.	34:$75		
UCCESSFUL SELLING IDEAS (2) 31 min 31 fr SCA escribes how conventional retailers of all izes are meeting the challenge of mass merhandising techniques such as discounting and elf-service.	34:$75		
OMPETING FOR THE MODERN SHOPPER (3) 37 min 32 fr SCA ooks at the changing characteristics of the odern shoper---her increased level of education, sophistication, discrimination.	34:$75		
THE DISTRIBUTION DILEMMA (4) 49 min 38 fr SCA Presents changing trends in distribution; the problems they have created for retailers and all those who sell or service them; shows ways to capitalize on the latest distribution patterns.	34:$100		
TAPES/RECORDS			
HOW AND WHY FOOD MARKETING METHODS CHANGE 14 min SCA (To be recorded on user's tape) Explores the changing methods of marketing agricultural products; illustrates how times can change marketing methods by using poultry as an example.			81
TRANSPARENCIES			
+MARKETING PROCESS,THE (Set of 23) S Describes marketing; its objectives, evolution add techniques.			
(Packet of Printed Originals)	78:$1.25		
(Set of Prepared Color Transparencies)	78:$33		

MONEY AND BANKING

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
ANKING IN ACTION ol 20 min SC resents how commercial banking helped shape merica's history.			8
HECK COLLECTION PROCESS, THE &W 21 min SC 1961 nvestigates the check collection proced- res of the American banking system; ex- mines the stages a check undergoes from ime of deposit until it is canceled "paid".	47:$100	14:$4 47:$4.15	
EDERAL RESERVE BANK AND YOU B&W 30 min SC Shows why and how the Federal Reserve in- fluences the nation's volume of money and credit, how it enables commercial banks to serve their customers better, and how it serves as a banker for the U. S. Treasury.		14:$4	
FEDERAL RESERVE SYSTEM B&W 23 min CA 1950 Explains the purpose and functions of the Federal Reserve System; shows how the system, growing naturally out of a national need, was devised to meet certain economic conditions.	32:$120	14:$3.50 32:$5.50	
*MONEY AND ITS USES Col 11 min S 1963 Illustrates the uses and value of money; explains the differences between barter and the use of a medium of exchange.		47:$2.15 87:$6	
*MONEY IN THE BANK--AND OUT Col/B&W 15 min SC 1965 Emphasizes how a bank helps the community by keeping money in circulation; explains the functions of a bank.		47:$6.40 87:$7	
*MONEY ON THE MOVE--THE FEDERAL RESERVE TODAY Col 14 min SC 1963 Shows how personal checks are processed by the millions each day and how widely diversified information is collected for use in making money and credit decisions.			36

		SOURCE	
TITLE AND DESCRIPTION	**PURCHASE**	**RENT**	**FREE**
16 MM FILMS			
PPORTUNITY, U.S.A. &W 27 min CA ives the citizen an opportunity to learn how he investment banker channels the savings of illions of people into productive use by business and government.	53:$	53:$	
SCIENCE OF MONEY, THE B&W 22 min S 1956 Traces the history of money from wampum to today's currency; shows stone money from the island of Yap and a $10,000 19th century bank note; explains that money is only a medium of exchange and valueless if there is nothing to buy; suggests that commodities produced are the source of real wealth.		14:$4	
STORY OF A CHECK, THE Col 13 min S 1965 Explains the way in which banks cooperate with each other in exchanging checks, the processing of checks by trained workers; and advantages of a checking account.		89:$3.60	
*YOU AND YOUR MONEY B&W 12 min SC 1955 Antimated Traces the travels of a dollar from consumer to retailer to wholesaler to manufacturer and back to consumer, illustrates the relation of money to the flow of goods and services and the basis for national stability		14:$2.50	
FILMSTRIPS			
#MONEY: FORMS AND FUNCTIONS Col S Covers money and banking with particular reference to the functions of money and the way in which its various forms evolved.			4

TITLE AND DESCRIPTION	SOURCE PURCHASE	 RENT	 FREE
FILMSTRIPS			
LE OF THE COMMERCIAL BANKING SYSTEM, THE l 112 fr S 1960 pics covered: evolution of money and bank- ng, bank services, function of banking in e economy	56:$9.50		

OCCUPATIONAL GUIDANCE

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
PTITUDES AND OCCUPATIONS ol/B&W 16 min S 1964 dentifies some of the basic aptitudes and bilities that should be considered in the election of an occupation and shows how hese aptitudes can be measured.	24:B&W$90 24:Col$180	14:$3.50 60:B&W$5 60:Col$9 89:$3.90	
ROP OUT &W 27 min S 1963 llustrates the personal problems and the dan-er to America caused by the high rate of school ropouts; considers the reasons which impel stu-ents to lose interest in school.	58:$150	87:$7.50	
DROPOUT, THE Col/B&W 10 min S 1962 Shows the loneliness and frustration that develop in a boy who drops out of school and tries to find a job before he is qualified.	72:B&W$60 72:Col$120	47:$2.15	
DROPOUT, THE B&W 29 min 1961 Shows how communities may tackle the dropout problem.		83:$10 88:$5	
GETTING A JOB B&W 16 min S 1954 Explores leads which are open to high school students in search of a job; describes how to use the many aids to job-hunters such as personal history, the letter of application, and the letter of recommendation.	32:$90	14:$3.50 32:$4.50 89:$2.60	
*HOW TO INVESTIGATE VOCATIONS Col/B&W 10 min S 1952 Discusses how to interpret vocational guidance tests, apply this information to different vocations, and gain actual job experience.	24:B&W$60 24:Col$120	14:$2.50 60:B&W$2.50 60:Col$4.50	
*HOW TO KEEP A JOB Col/B&W 11 min S 1950 Stresses that job success is dependent upon more than a wise selection of vocation, more than the right attitude toward work itself, and more than the wise selection of a particular position.	24:B&W$60 24:Col$120	14:$2.50 60:B&W$2.50 60:Col$4.50	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
HOW TO SUCCEED IN THE PEOPLE BUSINESS B&W 30 min CA Develops the kind of attitudes desired in employees who handle the calls, questions, complaints, and orders from customers.	25:$290		
I NEVER WENT BACK Col/B&W 16 min S 1964 Demonstrates the serious emotional, social, and economic consequences of leaving school before graduation.	18:B&W$90 18:Col$160	87:$7	
JOB INTERVIEW: WHOM WOULD YOU HIRE? FILM A: THREE YOUNG MEN Col/B&W 16 min S 1967 Demonstrates the techniques of job interviewing and provides material for discussion by potential job applicants; helps students to assess their own potentialities for employment and acquaints them with interview protocol.	90:B&W$100 90:Col$180		
JOB INTERVIEW: WHOM WOULD YOU HIRE? FILM B: THREE YOUNG WOMEN Col/B&W 17 min S 1967 Discusses the qualities sought by the potential employers and what dress and manner is appropriate for the job interviews.	90:B&W$100 90:Col$180		
MORE POWER FOR THE JOB Col 18 min SC 1965 Explores changing patterns of career opportunities in the 1960's; emphasizes the importance of early choice of a career and reviews the planning and training necessary for a variety of jobs and professions.	51:$195		
MR. BUSBOY Col 7 min S 1966 Shows the importance of the busboys in the restaurant; depicts duties before, during, and after a meal.			66

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
NO REASON TO STAY B&W 29 min S 1966 Presents the problems of a school dropout and good reasons for staying in school; urges the school to offer the challenge which would encourage the student to complete his education.	31:$150		
ODYSSEY OF A DROPOUT B&W 19 min S Portrays a boy who has dropped out of high school; follows him through his aimless day, faced with the decision of continuing his education or leading a life without hope or meaning.	24:$105		
PERSONAL QUALITIES FOR JOB SUCCESS Col/B&W 11 min S 1952 Shows high school graduates applying for jobs and indicates the importance and necessity of initiative, good personal appearance, businesslike work habits, willingness to take criticism, and the ability to get along with others.	24:B&W$60 24:Col$120	14:$2.50 60:B&W$2.50 60:Col$4.50	
PLANNING YOUR CAREER B&W 16 min S 1954 Suggests that students thinking about future careers consider: learning about oneself, learning about vocations of interest, and comparing interests and abilities with the requirements of selected vocations.	32:$90	14:$3.50 32:$4.50	
SELLING AS A CAREER Col/B&W 11 min S 1953 Explains the functions and duties of the salesman to aid those interested in selling as a career.	24:B&W$60 24:Col$120	60:B&W$2.50 60:Col$4.50	
STAY IN SCHOOL! Col 11 min S 1964 Urges students, particularly potential dropouts, to finish high school and pursue further education to insure job opportunities.		89:$3	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
TECHNICIANS IN OUR CHANGING WORLD Col/B&W 14 min S 1965 Shows how the need for technicians parallels recent scientific advances; defines technicians and their work and explains how technicians are trained; emphasizes the technicians need for a thorough and well-rounded high school education.	74:B&W$80 74:Col$150		
WHEN I'M OLD ENOUGH. . . GOODBY! B&W 28 min S 1962 Dramatizes the story of a boy who leaves school with high hopes of independence and the luxuries that money can buy; reveals his disillusionment at not being able to hold a job.		1:$3 47:$4.15	
YOU'RE NO GOOD B&W 28 min S 1966 Reveals the feelings of a high school dropout, such as his frustrations, drives, and fantasies.	58:$160	88:$6	
YOU CAN GO A LONG WAY! B&W 22 min S 1962 Explores the advantages of finishing high school and getting as much additional training and education as possible before looking for a job.	32:$120	32:$5.50 87:$6.50	
YOUR EARNING POWER Col/B&W 11 min S 1952 Tells of five conditions which influence earning power: economic conditions, the kind of job selected, the amount of one's education, personal qualities, and one's ability to produce.	24:B&W$60 24:Col$120	14:$2.50 60:B&W$2.50 60:Col$4.50 89:$2.10	
SOUND/SLIDE FILMS			
GETTING AND KEEPING YOUR FIRST JOB (Parts I & II) Col 14 min 67 fr S Part I suggests criteria for evaluating job opportunities and for relating basic interests and skills to job categories.	42:$29.95		

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
GETTING AND KEEPING YOUR FIRST JOB (Continued) Col 14 min 67 fr S Part II explores the relationship between the new employee and fellow workers and between employers and superiors.			
IF YOU'RE NOT GOING TO COLLEGE (Parts I & II) Col 13 min 71 fr S Part I suggests the answers to such questions as: What kinds of jobs require what specific skills and aptitudes? Which jobs are in expanding industries, and which are "dead end"? What are the advantages of a career in a service industry? In manufacturing? In Civil Service? Col 12 min 62 fr S Part II helps prepare students for the job search, application, interview, and getting started; explores union and non-union opportunities, on-job-training, and the many avenues for specialized post-high school education leading to greater job responsibility.	42:$29.95		
JOB OPPORTUNITIES FOR GIRLS Col S Explores the dual function of marriage partner and wage earner; examines the growing acceptance of women in technical, selling, and managerial roles; educational requirements and job selection.	42:$29.95		
PREPARING FOR THE JOBS OF THE '70'S (Parts I & II) Col 15 min 76 fr S Part I investigates the changing economic and cultural patterns; relates them to the education and training required today. Col 14 min 69 fr S Part II discusses the opportunites that lie ahead.	42:$29.95		

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
REPARING FOR THE WORLD OF WORK (Parts I & II) ol 13 min 60 fr S art I explores high school vocational edu-ation. ol 16 min 84 fr S art II examines relationship of high school ocational education to five major occupation-l areas: home economics, trade and industrial, gricultural, distributive, and business and ffice.	42:$29.95		
OCATIONAL DECISIONS (Set of 3) Discusses a variety of occupational opportunities, ways students may develop own potential; mphasizes matching abilities, interests to ocational decision	73:$24.75		
AN INTRODUCTION TO VOCATION (1) Col 18 min 49 fr Emphasizes opportunities.			
THE WORLD OF WORK (2) Col 18 min 63 fr Discusses why man works, why choice is a personal matter; how to choose potential vocation.			
COUNSELING IN VOCATIONAL DECISIONS (3) Col 18 min 63 fr Reveals the value of outside assistance; respect of student's independence.			
"YOU AND YOUR CAREER" SERIES (Set of 4)	29:$24.95		
THE HIGH SCHOOL DIPLOMA (1) Col 24 min S Discusses the reasons most frequently given by high school students for dropping out of school, including pregnancy, inability to profit from school work,boredom with the academic process, and financial problems.			

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
A TIME FOR DECISION (2) Col 24 min S Examines the process by which one may inventory himself in terms of realistic goals and provides a wealth of factual information concerning how to become familiar with various careers, where to go for information, and how to match this information with individual abilities and dreams.	29:$24.95		
THE FINE ART OF GETTING A JOB (3) Col 24 min S Examines the instances under which full time employment after high school may be desirable and gives practical advice concerning career alternatives and the job interview.	29:$24.95		
CONTINUING YOUR EDUCATION (4) Col 24 min S Presents reasons for continuing school and discusses trade schools, junior colleges, technical institutes, and colleges and universities.	29:$24.95		
YOUR JOB INTERVIEW (Parts I & II) Col 14 min 65 fr S Part I sheds light on typical questions prior to first employment about: fringe benefits, job function, holiday and vacation pay policies, "union" and "open" shops. Col 15 min 72 fr S Part II discusses the role of the immediate supervisor as opposed to the personnel officer, working conditions, overtime policies, and at what point in the interview it is appropriate to raise such issues.	42:$29.95		

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
TAPES/RECORDS			
ROCERY STORE CLERK 20 min S 3-3/4 i.p.s. iscusses working conditions, earnings, job ualifications, occupational demands, etc.	46:$5.50		
ETAIL SALESWOMAN 20 min S 3-3/4 i.p.s. xplains working conditions, occupational de- ands, fringe benefits, earnings, job qualif- ications, etc.	46:$5.50		
TRANSPARENCIES			
OB APPLICATION AND JOB INTERVIEW (Set of 14) Set of prepared color transparencies) Explores the various phases in applying for a job and participating in a job interview; il- ustrates forms that must be filled out before seeking employment.	21:$40		

ORAL AND WRITTEN COMMUNICATIONS

	SOURCE		
TITLE AND DESCRIPTION	**PURCHASE**	**RENT**	**FREE**
16 MM FILMS			
ALL I NEED IS A CONFERENCE B&W 28 min CA 1954 Reveals what a well-led meeting can accomplish and why some meetings fail; points out that in order to deal successfully with whatever problem is on the table, the leader must first know how to deal with the people around it.	45:$157	88:$6	
ANATOMY OF A PRESENTATION, THE Col/B&W CA Shows how to organize, prepare, and deliver oral presentations in an interesting and persuasive manner; provides guides to make effective presentations of reports, ideas, and proposals.	69:B&W$225 69:Col$375	69:B&W$40/wk 69:Col$60/wk	
ARE YOU LISTENING? B&W 12 min CA Diagnoses the "disease of not listening" and focuses on the causes, provides a basis on which a program of prevention can be developed	45:$126		
CLASS OF YOUR OWN, A Col 25 min CA Shows managers and supervisors how to conduct an effective classroom or on-the-job training session by: 1) Planning the lesson in advance; 2) Preparing a good introduction; 3) Developing the session logically and interestingly; 4) Using teaching aids to emphasize important points; 5) Asking the right questions to encourage trainee participation; and 6) Summarizing the lesson properly.	66:$225		
"EFFECTIVE COMMUNICATION SERIES" (Set of 5)			
*AVOIDING COMMUNICATION BREAKDOWN (1) Col 24 min CA 1965 Calls attention to warning signals of defective communication and shows how these signals could have been used by communication-conscious managers to prevent breakdown.	12:$275	12:$45/wk 88:$8.25 89:$5.30	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
MEANINGS ARE IN PEOPLE (2) Col 24 min CA 1965 Examines the "conveyor belt" view of the communication function-- I told you what to do"--and finds it totally wanting; stresses "meanings aren't in words, meanings are in people;" shows how misunderstandings occur by presenting reenactments of what was said and what was thought by several managers and subordinates at cross-purposes in typical at-work situations.	12:$275	12:$45/wk 88:$8.25 89:$5.30	
COMMUNICATION FEEDBACK (3) Col 24 min CA 1965 Shows how a manager works through other people, how he communicates with them to get results, and how to observe and weigh responses (feedback) to know how well he's doing; suggests that effective communication means getting results by affecting behavior, not passing messages back and forth, or holding unnecessary meetings, or preparing unneeded reports; concludes that communication is impossible if feedback is ignored, distored, avoided, or simply not perceived.	12:$275	12:$45/wk 88:$8.25 89:$5.30	
*CHANGING ATTITUDES THROUGH COMMUNICATION (4) Col 24 min CA 1965 Reveals that change often arouses resistance and this produces tension; stresses the way to restore employee balance is to create acceptance of new policies.	12:$275	12:$45/wk 88:$8.25 89:$5.30	
*COMMUNICATING MANAGEMENT'S POINT OF VIEW (5) Col 24 min CA 1965 Discusses persuasion as a vital part of the manager's job--affecting and changing people's beliefs and attitudes and behavior; stresses the necessity of managers becoming skilled in this aspect of communication.	12:$275	12:$45/wk 88:$8.25	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
EFFECTIVE LISTENING B&W 15 min SCA 1959 Demonstrates the importance of effective listening in the communication process; stresses that at least 45% of our communication is via listening; discusses the various ways in which individuals can meet and overcome obstacles.		88:$3.75	
HOW TO LEAD AN EFFECTIVE SALES CONFERENCE B&W 30 min CA Shows how to stimulate group thinking, discusses practical and useful ways to exchange ideas, and conduct sales meetings	25:$290		
MAKING YOURSELF UNDERSTOOD B&W 14 min S 1952 Introduces the basic elements of the communications process, illustrates how to communicate more effectively, and how to receive communications more intelligently.	32:$75	14:$3.50 32:$4 89:$2.30	
MANNER OF SPEAKING Col 28 min SCA 1959 Shows how badly handled telephone calls can result in the customer breaking off relations; depicts benefits of good manners for business people.		84:$1 89:$1.25	
MORE THAN WORDS Col 14 min CA 1959 Antimated Explores some of the most important problems of management, supervision, sales, and employee and customer relations; outlines basic principles and methods of good communication that are applicable to, and can be applied by people in activities where dealing with people plays a key role.	45:$175	88:$6	
PERSON TO PERSON COMMUNICATION Col/B&W 14 min CA 1956 Emphasizes listening with understanding; shows that false assumptions, preconceived viewpoints and exaggerated personal feelings can lead to misunderstandings in normal conversation.	69:B&W$100 69:Col$200	69:B&W$25/wk 69:Col$45/wk 88:$3.75 89:$2.70	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE

16 MM FILMS

TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
ODUCTION 5118 ol 30 min CA 1955 escribes some of the problems of communi-ation in business and industry; develops mportant concepts in communication.		88:$6 89:$4.10	
ISUAL AIDS ol 27 min CA ffers an imaginative and effective present-tion of the role of visual aids in indust-al training, shows managers and supervisors ow to teach through the medium of vision; escribes both the right and the wrong way to pply visual aids during the training session, eviews the full range of equipment available to training personnel.	66:$225		
WHY DO PEOPLE MISUNDERSTAND EACH OTHER? B&W 30 min CA 1955 Discusses the variations in meanings of words and how these variations affect the communication process; shows that words used by a speaker in one way and interpreted by a listener in another, result in "bypass" or misunderstanding; stresses that meaning is not in words.	47:$125	88:$5 89:$2.70	
WRITING LETTERS THAT GET RESULTS Col/B&W 28 min CA Teaches how to write letters that create interest, present facts, and stimulate action; discusses the principles and techniques of writing effective business letters.	69:B&W$125 69:Col$225	69:B&W$25/wk 69:Col$45/wk	

SOUND/SLIDEFILMS

TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
"HOW TO WRITE BETTER BUSINESS LETTERS" SERIES	9:$15 (Set of 3)		
=DEAR MRS. CALVIN (1) B&W 8 min S Reveals the importance of creating a friendly tone example of a hostile letter effectively stresses this point.			64

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
E LANGUAGE OF LETTERS (2) W 15 min S ints out the dangers of unclear communica- ion; illustrates the fundamentals of a good siness letter concise language, avoidance commercialese, and friendly attitude of the tter-writer.			
E CLAY BALL (3) &W 16 min S esents how terms may be rephrased to become omprehensible to the reader; discusses per- onal style and self-conscious grammar.			
OW TO WRITE CLEAR, CONCISE, EFFECTIVE BUSINESS LETTERS (Set of 5) ol CA eveals how to improve business correspondence.	25:$290		
OW TO USE THE SIMPLE INSTEAD OF THE COMPLEX (1)			
OW TO USE YOUR VOCABULARY TO WRITE EFFEC- TIVELY (2)			
OW TO GET THE READER OF YOUR LETTER "IN THE PICTURE (3)			
OW TO DEVELOP A "WRITE AS YOU TALK" TECHNIQUE (4)			
O YOUR SECRETARY CAN HELP YOU WRITE BETTER LETTERS (5)			

PERSONALITY AND ATTITUDE DEVELOPMENT

TITLE AND DESCRIPTION	SOURCE PURCHASE	 RENT	 FREE
16 MM FILMS			
JUPITER W 27 min SCA 1947 ends fantasy and reality to develop the eme that courtesy can be contagious and at good human relations are worth having.		16:$4	
GE, THE W 27 min CA 1958 xamines the career of Hugh Martin, a capable usiness executive caught on the treadmill of ur competitive society; suggests that each n needs to find his own way out of the cage hat modern living imposes on everyone.		83:$8.50 87:$7.50	
OMMUNICATION CASEBOOK, THE &W CA ase I: "The Case of the Tuned-Out Mind" oints up the two-way nature of all communication and illustrates that a profitable xchange can occur when both parties are interested, receptive, and respectful of what ach has to offer. ase II: "The Case of the Wrong Wave Length" Shows the necessity for taking into account ndividual differences between people. ase III: "The Case of Chain Reaction" emonstrates the importance of sensitivity to other people's emotional reactions and brings out the immediate and long-range consequences of the way an order is transmitted down the line. C IV: "The Case of the Silent Yell" Examines communication without words and highlights the effects of unspoken attitudes.	45:$76.50		
CREATIVE ATTITUDE Col 22 min CA 1965 Describes the difference between creative thinking and analytic problem solving; discusses the four stages of creativity: problem statement, ideation, judgment and evaluation, and execution.		88:$3.75	

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
REATIVITY &W 21 min A Kinescope. xplores the effects on creativity of such ommon blocks as mental laziness, lack of uriosity, repressive effects of sterotyped raining and education, emotion mindedness, aulty observation and conceptual blocks; ffers suggestions to overcome these common arriers to the creation of new ideas.	7:$300	7:$60	
EVELOPING YOUR SALES PERSONALITY &W 30 min CA pells out clearly the character traits, abits, and attitudes in salesman that impress rospects favorably---or otherwise.	25:$290		
RESSIN' UP ol 14 min S ocuses on the activities of a typical group f high school students in the classroom, on he football field, and on dates.			8
FFECTIVE CRITICISM B&W 11 min 1951 Presents the skills of taking criticism well, shows how similar are the skills of giving criticism.	24:B&W$60 24:Col$120	60:$2.50	
1104 SUTTON ROAD Col 30 min S 1957 Presents a study of the relationship of productivity to the personal problems of a typical plant worker.		16:$1.25 88:$1.60	
EYE OF THE BEHOLDER B&W 25 min SCA 1955 Deals with the concepts of perception and projection; teaches caution in judging others.		16:$5.60 88:$6	
"GOOD GROOMING SERIES" (Series of 4) Girls Only			
*HAIR CARE (1) Col 14 min S 1961 Shows the way to healthy hair and how to arrange it in a way that frames the face becomingly.	51:$135	51:$7.50	

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
16 MM FILMS			
KE-UP (2) 1 11 min S 1961 llustrates proper cleansing, application of owder, use of lipstick brush and shaping of ips, and eye make-up to achieve a natural ffect.	51:$115	51:$6	
OSTURE (3) S ol 9 min 1961 emonstrates the need for good posture as an ssential attribute of an attractive appear- nce; indicates the importance of proper pos- ure.	51:$100	51:$5	
ARDROBE (4) ol 14 min S 1961 mphasizes such factors as dressing to fit he occasion, camouflaging overweight and under- eight tendencies and seasonal suitability.	51:$135	51:$7.50	
OOD LOOKS Col 20 min S 1961 Presents facts for teen-age boys and girls about good grooming and personal care; talks about care of hands, hair, complexion and clothes.			8
I JUST WORK HERE Col/B&W 17 min CA 1963 Encourages people to create a more favorable organizational image, raise the level of service to the customer, and improve their attitudes toward the job.	69:B&W$125 69:Col$225	69:B&W$25/wk 69:Col$45/2k	
IMAGINATION AT WORK Col/B&W 21 min CA 1959 Illustrates how anyone can do more creative thinking, improve his imagination, ingenuity, and initiative; helps develop an atmosphere where creative abilities will be developed and encouraged; stimulates suggestion programs, methods improvement and problem solving.	69:B&W$140 69:Col$240	69:B&W$25/wk 69:Col$45/wk 88;$5	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
MPROVE YOUR PERSONALITY ol/B&W 11 min S 1951 hows how personalities can be developed and ontrolled; encourages frank discussion of ersonality traits.	24:B&W$60 24:Col$120	14:$2.50 89:$2.10	
NNER MAN STEPS OUT, THE B&W 35 min CA 1951 Antimated ells the story of a supervisor who has rouble getting along with others and himself; xplains how at least two "inner men" exist nside of everyone---representing each person's eed for security and importance.	45:$110	84:$1 89:$2.40	
AGNIFICENT MALE, THE Col 30 min SCA Depicts male fashions of long time ago as compared with current styles; shows a series of modern manufacturing methods in tailoring men's suits.			75
MAN WHO KNOWS [illegible] ALL, THE B&W 30 min CA 1955 Considers the "consequences of the disease of allness", an attitude present in the person who implies or believes that what he knows about a thing is all that can be said.	47:$100	89:$2.70	
MORE ATTRACTIVE YOU, A Col 20 min S Girls Only Presents a step-by-step guide to good grooming for girls; covers diet, posture, make-up, hair and fingernail care, and dressing ideas for teenagers.			66
*MORE THAN TELLING B&W 18 min CA 1956 Stresses the importance of attitudes and feelings; shows how employee attitudes depend upon management and that this attitude toward the company carries over to family and friends.		88:$1.60	
*MR. FINLEY'S FEELINGS Col 11 min SCA 1956 Illustrates how imagined feels of persecution can build personal tensions; suggests one way to help oneself toward relief.		89:$1.25	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
ARTERBACK, THE B&W 29 min CA 1950 Recounts the difficulities of a young man whose training and school athletic popularity fail to fit him for adult occupational responsibilities; points out the necessity to prepare and work for success in life as it is in football.		14:$2.50 89:$1.25	
SMALL WORLD OF JOHN J. PENNYFEATHER Col 45 min CA Deals with the interpersonal relations of a salesman who is not sufficiently sensitive to the people or situations around him.			30
SNOB, THE Col/B&W 13 min S 1958 Uses the story of a high school girl whose attitude toward classmates causes her to be labeled a snob; explores the problem of snobbery and the reasons for it.	58:B&W$80 58:Col$160		
*SOCIAL ACCEPTABILITY B&W 20 min. S 1958 Illustrates the correlation between social acceptance and successful adjustment and happiness of the average adolescents; emphasizes the responsibility of adults to provide guidance in the development of social skills.	58:B&W$120		
*THAT'S NOT MY JOB Col/B&W 26 min CA Builds cooperation by encouraging people to learn how their work relates to the work of others and how together they contribute to the end goal or purpose of the organization; motivates employees to participate to the full, true dimensions of their jobs.	69:B&W$160 69:Col$285	69:B&W$25/wk 69:Col$45/wk	
*WHAT IT TAKES TO BE A REAL SALESMAN B&W 30 min CA Dr. Norman Vincent Peal shows salesmen how to develop the right attitude, how to overcome discouragement and frustration, how to meet every day, every call, every problem with confidence and faith.	25:$290		

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
CHARM BY CHOICE Col 14 min S Girls Only Gives advice on hair care and styling; discusses the importance of bathing and complexion care; how to apply make-up; and how to dress pleasingly and appropriately.	9:$12.50		
HOW DOES YOUR FUTURE LOOK? Col 16 min S Girls Only Explains how important appearance is when seeking a job or striving for advancement; places emphasis on appropriate dress and suitable hair styles; posture, make-up, voice control, and general business etiquette.	9:$15		
+YOUR ATTITUDE IS SHOWING PROGRAM Col 17 min SCA Discusses the new employee's world of work environment; stresses the need to develop proper attitudes toward work, responsibilities, supervisors, co-workers, and customers.	71:$47.50		
TRANSPARENCIES			
+GOOD GROOMING (Set of 19) (Set of prepared color originals) Serves to make persons conscious of the role good grooming plays in daily life and presents good grooming rules that apply particularly to individuals about to enter the working world.	21:$60		

******LATE ADDITIONS - 16 MM FILMS******

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
CREATIVE ATTITUDE, THE B&W 27 min CA Brings the nebulous subject of "Creativity" into sharper focus; outlines ways to spark new ideas and recognizes that advanced ideas oftentimes are stifled by narrow-minded ridicule, and conversely, that unbridled brainstorming can end in frustrating nothingness; suggests ways to penetrate the wall of conventional thinking and project into the realm of the new and unknown.			41
*CREATIVITY IN ACTION Col 16 min CA Demonstrates how the technique of "Brainstorming" should be used and how it has been used in one industry.		48:$4	
*ERA OF RADICAL CHANGE - AND THE CORPORATION, THE Col 27 min CA States the pace of change today and the prospect that it will come faster and faster is a towering challenge; brings to the business leader some ideas on what can be done about it; deals with how to motivate people to accept change, participate in it, and even help create it.	27:$250		40

SALESMANSHIP

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
16 MM FILMS			
RE YOU EARNING THE RIGHT TO ASK THEM TO BUY? ol 28 min CA iscusses the problem of the salesman who is good "explainer" of his product but has dif- iculty in closing sales; describes the real ro salesman and how the pro "earns the right" o be a tough closer.	12:$325	12:$45/wk	
UTOPSY OF A LOST SALE B&W 30 min SCA igs into the reasons why sales are lost; dramatizes the twelve most common "sales killers," nd, tells how to correct these common but "deadly" selling faults.	25:$290		
BEN FRANKLIN SELLS TODAY B&W 23 min SC Demonstrates how principles of human relations can be applied in retailing situations.	55:$145	55:$12.50	
CARE AND HANDLING OF BUYERS, THE B&W 45 min CA Presents tips on the fundamentals of success in selling, gathered from a nationwide survey.			66,67
*CLOSING THE SALE B&W 30 min SCA 1952 Demonstrates five fundamentals of successful closing and helps the sales supervisor to overcome a salesman's reluctance to ask for the order, not once but several times.	25:$290		
*HEAVENLY DAYS B&W 40 min SCA Warns against complacency in selling; gives hints on how to prospect for sales leads and where to look for them.			66,67
*HIDDEN SIDE OF SELLING, THE Col/B&W 34 min CA 1961 Shows both new and experienced salesmen how they can close more sales by improving their ability to work with all types of customers.	69:B&W$250 69:Col$350	69:B&W$40/wk 69:Col$60/wk	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
OW TO MAKE AN EFFECTIVE SALES PRESENTATION &W 30 min CA emonstrates the four key steps which are ssential in making an effective sales pre- entation--the formula that is used by practic- lly every successful speaker and salesman to- ay.	25:$290		
HOW TO PREVENT OBJECTIONS IN SELLING B&W 30 min SCA Highlights the common faults which cause salesmen to lose the order before they even get "close to closing."Cc	25:$290		
HOW TO SELL CREATIVELY B&W 30 min SCA Discusses the special problems of creative selling and shows a salesman just what crea- tive selling is and how to use it to build more sales.	25:$290		
HOW TO SELL QUALITY B&W 30 min SCA Spells out a simple but readily understand- able formula based on mathematical signs which any salesman or dealer can adapt and use to get over the quality story.	25:$290		
HOW TO TAKE THE BUTT OUT OF A SALES REBUTTAL Col 30 min CA Shows salesmen how to cope with the difficult problems of rebutting a customer's objection-- without being disagreeable.	25:$350		
IMPORTANCE OF SELLING, THE B&W 20 min SCA 1952 Emphasizes the relationships between selling and other aspects of the business organization; describes the structure of typical sales organ- izations; shows the duties of sales executives, following a product to its ultimate sale to the consumer.	32:$120	14:$3.50 32:$5.50 88:$3.75	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
IT'S GOOD BUSINESS B&W 35 min CA Shows why purchasing agents prefer to deal with salesmen who put themselves in the buyer's place, who have product knowledge, and who can furnish them with valuable ideas; sequel to It's the Little Things that Count.		14:$4	
IT'S THE LITTLE THINGS THAT COUNT B&W 30 min CA Shows the problems of a salesman in reaching the buyer and gaining his confidence; develops a technique in combating price argument by setting up other yardsticks.		14:$4	
*LITTLE TIME FOR HENRY, A Col 17 min CA Antimated Stresses the need for salesmen to organize their time to maximize their selling efficiency.			66,67
"MCGRAW-HILL SALESMANSHIP SERIES" (Set of 4)			
*PROSPECTING (1) B&W 10 min CA 1952 Explains various methods for selecting prospects.	58:$65	14:$2.50 83:$4.50 87:$5	
*PREAPPROACH (2) B&W 11 min CA 1952 Emphasizes that preapproach or preparation for the sale involves extensive planning to appeal to the buyer.	58:$65	14:$2.50 83:$4.50 87:$5	
*APPROACH (3) B&W 11 min CA 1952 Antimated Stresses the importance of a well-planned sales interview.	58:$65	14:$2.50 83:$4.50 87:$5	
*MAKING THAT SALE (4) B&W 17 min CA 1952 Examines methods for closing difficult sales and the need of effective followups.	58:$100	14:$2.50 83:$6 87:$5.50	

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
16 MM FILMS			
ORE TIME FOR SELLING 14 min CA hows obstacles and frustrations of a sales- an, functions and contributions of advertis- ng toward effective personal selling.		14:$5	
F TIME AND SALESMEN &W 35 min CA ives important suggestions on how salesmen an plan their working day in order to get he most effective use of hours and minutes pent in customer calls and interviews.		14:$2.50	66
OPENING THE SALE &W 30 min CA emonstrates tested skills a salesman can evelop to ease his way to the order; shows his is particularly applicable where a sales- an's success depends on his skill and abili- ty in making cold calls or doing "missionary" work.	25:$290		
OVERCOMING OBJECTIONS B&W 30 min CA ells how to change objections into selling oints; shows how to make objections lose force ithout making the buyer lose face.	25:$290		
"PEOPLE SELL PEOPLE" SERIES (Set of 4) (Also available in 8 mm)	66:$385	66:$175/mo	
YOU'VE SOLD ME, MRS. MARLOW! (1) Col 9 min CA 1965 Emphasizes the importance of each person-to- person contact with a customer, and provides background for succeeding units			
NOTHING BUT LOOKERS (2) Col 8 min CA 1965 Shows how a cooperative, helpful attitude pays off in more and bigger sales.			

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
E SALES BUILDING ROLE (3) l 7 min CA 1965 monstrates how intelligent, appropriate ggestions of additional or higher-priced rchandise can capitalize on the customer's ll sales potential.			
ODWILL AMBASSADORS (4) ol 7 min CA 1965 hows how to build a personal following, and hance the store's reputation.			
OWER OF ENTHUSIASM, THE &W 30 min CA ells the importance of enthusiasm in selling ut spells out how a salesman can create and aintain an enthusiastic "order-winning" at-itude.	25:$290		
RESENTING YOUR SALES CASE CONVINCINGLY &W 30 min CA emonstrates skills used by sales champions to onvince skeptics; based on the fact that the echniques used by a skilled lawyer to convince jury work well for a salesman in convincing prospect.	25:$290		
PROFESSIONAL SALESMANSHIP B&W 19 min CA Suggests that salesmen project themselves into the customer's mind, maintain prospect lists, know their own as well as their competitors' products, and sell the product and price of ownership before discussing price.		14:$6	
"PROFESSIONAL SELLING PRACTICES" (Set of 4) (Also available in 8 mm)	66:$425	66:$175/mo	
ONE MINUTE PLEASE (1) Col 9 min CA 1967 Shows sales people how to serve customers effectively under pressure.			

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
NOW YOUR FACTS (2) ol 9 min CA 1967 xplains where and how to get merchandise acts and how to translate them into benefits or the customer.			
ERSONALIZE YOUR PRESENTATION (3) ol 9 min CA 1967 iscusses how to detect the customer's real uying motives and adjust the presentation f merchandise to his specific needs.			
OMENT OF DECISION (4) ol 9 min CA 1967 uggests how to bring the sale to a successful lose.			
IGHT APPROACH, THE B&W 9 min SCA ells the retail sales person how to approach customer, and that a friendly, inviting maner will make the customer feel welcome, at ase, and willing to buy.		14:$2.50	
SALESMAN ISN'T DEAD---HE'S DIFFERENT, THE B&W 21 min CA Shows how the old-time drummer has been replaced by a new kind of salesman, the one who sells service rather than a product, who knows the customer's business almost as well as his own, who is executive, sharpshooter, and marketing expert all at once.	8:$125 27:$125		40
SECRETS OF SALESMANSHIP B&W 18 min SCA Presents a satire on the art of salesmanship showing the various sales situations in which people become entangled.		14:$4	
SELLING SECRETS OF BEN FRANKLIN, THE B&W 30 min CA Demonstrates in modern surroundings how Ben Franklin's principles of selling apply today just as effectively as they did two hundred years ago.	25:$290		

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
ELLING YOUR PERSONALITY ol/B&W 11 min SCA emonstrates the right and wrong way to sell nd shows that courtesy, intelligence, and ustomer interest help to increase sales.		14:$2.50	
ENSE INTO DOLLARS &W 13 min SCA tresses descriptive selling and multiple ales within a department and suggestions of eatured merchandise in other departments.		14:$2.50	
YSTEM, THE &W 27 min CA ramatizes why salesmen often must secure hat may appear to be an excessive amount of etailed information on the intended use of a roduct, if he is to insure successful appliation of the materials he is selling.			67
ELEPHONE TECHNIQUE B&W 10 min SCA emonstrates correct telephone manner; stresses rrors to avoid, importance of a knowledge of tock and use of good descriptive vocabulary hen discussing merchandise.		14:$2.50	
HINGS PEOPLE WANT, THE B&W 20 min SC iscusses the importance of the six great nterests of buyers and how to present a prouct in terms of the customer's interest.	55:$125	14:$6 55:$12.50	
HROUGH THE MIRROR B&W 27 min SC escribes good and bad selling; shows salesmen ow they look to their customers.	55:$145	55:$12.50	
WHO THREW THE MONKEY WRENCH? B&W 9 min SCA Stresses mechanics of a sale, correct handling of money, name and address, and correct description of articles.		14:$2.50	
YOUR WAY TO SUCCESS IN SELLING Col 27 min SCA Stresses fundamentals of successful selling, using actual salesman-customer sequences.		14:$6	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
GGRESSIVE SELLING" SERIES (Set of 8)	11:$320		
REATIVE SELLING (1) &W CA ndicates that the common denominator of all elling is people			
HE ATTITUDE THAT GETS BUSINESS (2) &W CA eveals how sales are lost because of lost erspective when the salesman "buys" customer esistance.			
HAT DO YOU SELL? (3) &W CA hows how to apply the selling of values, enefits, and advantages of products and ervices.			
Y-PASSING SALES RESISTANCE (4) B&W CA uggests methods for by-passing buyers' objections instead of being stopped by them.			
RE PROSPECTS DIFFERENT? (5) B&W CA ells that the "know-it-all", "hard-boiled", "too busy", "silent", "soft-soaper", and "timid" types of prospects are the same; they ll have the same basic desire, the desire for ain.			
PRIDE IN PRICE (6) B&W CA Demonstrates how to overcome price objections nd how good selling dispels price resistance hen applied by a capable, well-trained salesman.			
CLOSE ISN'T CLOSED (7) B&W CA Discusses how closing starts from the beginning of the interview, how to ask for the order and stick until it's signed.			

TITLE AND DESCRIPTION — SOURCE: PURCHASE RENT FREE

SOUND/SLIDEFILMS

HUMAN RELATIONS IN SELLING (8)
B&W CA
Stresses that dependability, honesty and sincerity of purpose in customer relations are priceless attributes.

CUSTOMER CONTACT SERIES" (Set of 5) 25:$250

HOW TO PLEASE THE BOSS (1)
Col 12 min 121 fr SCA 1960 Cartoon
Stresses the importance of good public relations; how public opinion is formed, and how it can affect the sales person.

FIRST IMPRESSIONS (2)
Col 12 min 117 fr SCA 1960 Cartoon
Discusses the necessity of making a first good impression on customers; points out it is the "little things" that make the differences such as voice tone, facial expression, clothes, etc.

TAKE THE LEAD (3)
Col 12 min 124 fr SCA 1960 Cartoon
States the salesman has to find out what is in the customer's mind, what he is interested in or might become interested in.

A SOFT ANSWER (4)
Col 12 min 116 fr SCA 1960 Cartoon
Suggests how to handle complaints or grievances; indicates that the manner in which customer complaints are handled is a barometer of employee morale.

IT TAKES TEAMWORK (5)
Col 12 min 111 fr SCA 1960 Cartoon
Introduces the concept that everyone must work together in order to give the customer the best possible service.

CUSTOMER SERVICE IN A QUICK SERVICE STORE 59:$10
Col 13 min 86 fr SCA
Demonstrates the seven steps to efficient customer service in quick service stores; illus- [illegible]

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
DEVELOPING A WINNING SALES PERSONALITY Col A Cartoon Explains how much of a salesman's selling power depends upon his personality.	57:$42.50		
HANDLING DIFFICULT CUSTOMERS B&W 10 min SCA Reveals that "common sense" applied correctly tames the most difficult customers; shows psychological tricks in dealing with hard-to-please, rude, impatient, talkative, "just looking," timid, and foreign-speaking customers.	59:$10	14:$2.50	
"HOT-BUTTON SALESMANSHIP TRAINING PROGRAM" SERIES (Set of 6) Covers the six most important subjects of selling:	57:$297		
CREATIVE SELLING (1) Col 22-25 min 135-75 fr A Cartoon			
THE APPROACH (2) Col 22-25 min 135-75 fr A Cartoon			
THE DEMONSTRATION (3) Col 22-25 min 135-75 fr A Cartoon			
THE CLOSE (4) Col 22-25 min 135-75 fr A Cartoon			
OVERCOMING OBJECTIONS (5) Col 22-25 min 135-75 fr A Cartoon			
DEVELOPING A WINNING SALES PERSONALITY (6) Col 22-25 min 135-75 fr A Cartoon			
HOW TO SERVE THE CUSTOMER IN A QUICK SERVICE STORE Col 13 min SCA Demonstrates various cues to customer service in a quick service store: know your stock, greet the customer, be alert, trade up, and make suggestive sales; points out that prompt and intelligent customer service makes more sales.	59:$10	14:$2.50	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
"KEYS TO HUMAN RELATIONS IN SELLING" SERIES (Set of 5)	25:$250		
HOW TO CREATE AN ATMOSPHERE FAVORABLE TO CLOSING THE SALE (1) Col SCA			
HOW TO WIN BUYER FRIENDSHIP (2) Col SCA			
HOW TO GET CLEAR COMMUNICATION BETWEEN YOU AND THE BUYER (3) Col SCA			
HOW TO MAKE SURE HE UNDERSTANDS AND BELIEVES YOU Col SCA			
HOW TO GET ACTION (5) Col SCA			
LET'S LOOK AT YOUR JOB B&W 10 min CA Shows behind the scenes activity before merchandise reaches the counter and steps of a sale; emphasizes good grooming, knowing merchandise, and handling the customer.	59:$10	14:$2.50	
MR. 'O' AND THE HOT BUTTON Col 20 min A Cartoon Discusses the two important fundamentals of selling: organization of oneself sales-wise; and selling appeals at the prospect's dominant desire.	57:$39.50		
"RETAIL SALESMANSHIP SERIES" (Set of 7)			
JOHNNY MEETS HIS BOSS (1) Col 10 min 52 fr S Cartoon Discusses how the sales person must deal with various individuals who have many characteristics.	86:$10		

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
JOHNNY GREETS THE CUSTOMER (2) Col 10 min 45 fr S Cartoon Deals with the sales person's approach to the customer; shows how a variety of approaches can be used.	86:$10		
JOHNNY DETERMINES THE CUSTOMERS' NEEDS AND WANTS (3) Col 10 min 35 fr S Cartoon Describes problems of determining individual customer's needs and wants.	86:$10		
JOHNNY PRESENTS THE MERCHANDISE (4) Col 12 min 40 fr S Cartoon Introduces the problem of presenting the merchandise to the customer.	86:$10		
JOHNNY WELCOMES ALL OBJECTIONS (5) Col 10 min 48 fr S Cartoon Explores each of five basic questions in making the "buy or not to buy" decision: item, need, place, price, and time.	86:$10		
JOHNNY CLOSES THE SALE (6) Col 10 min 37 fr S Cartoon Explains how a successful sales person helps the customer resolve his buying problem.	86:$10		
JOHNNY ON THE SPOT (7) Col 10 min 36 fr S Cartoon Discusses the "how's" of display construction.	86:$10		
SALE THAT TURNED THE TIDE, THE Col 13 min 126 fr CA Cartoon Demonstrates the right and wrong way to handle prospects and customers; shows how vital it is to be a professional salesman rather than an ordertaker; underlines the lesson that extra sales are often lost simply because salesmen stop selling too soon; stresses the need for more suggestive salesmanship, and "selling up."	20:$49.95		

SOURCE

TITLE AND DESCRIPTION PURCHASE RENT FREE

SOUND/SLIDEFILMS

SPEAKING OF SELLING" SERIES (Set of 6) 44:$225

ET'S BE PROFESSIONAL ABOUT IT (1)
ol 10 min CA
ouches on the importance of personal habits, raits, and characteristics; offers tips on ow to develop good customer relations.

ET MORE SELLING SECONDS FROM YOUR WORKING DAY
ol 10 min CA (2)
rovides practical suggestions on how to reduce on-selling time and step up actual customer ontact time.

HAT MAKES PEOPLE BUY? (3)
Col 10 min CA
Points out buying motives and shows to detect and appeal to them in making sales to individuals and groups.

DON'T LET OBJECTIONS BLOCK THE SALE (4)
Col 10 min CA
Spells out the "how" of handling three types of objections: general, specific and unexpressed.

CLOSE THE SALE BUT KEEP THE DOOR OPEN (5)
Col 10 min CA
Stresses the importance of asking for the order; illustrates in sales situations the most effective techniques for closing the sale without resorting to objectionable pressure-selling.

PRICE IS PART OF EVERY SALE (6)
Col 10 min CA
Points out various ways to meet price-cutting competition in their everyday selling and still maintain above average sales.

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
SOUND/SLIDEFILMS			
SALE AND HOW TO MAKE IT, THE B&W 10 min SCA Shows the techniques of greeting a customer, developing a selling vocabulary, demonstrating, suggesting, dealing with undecided customers, substitute selling, and closing the sale for more repeat patronage.	59:$10	14:$2.50	
"SELLING IS MENTAL" SERIES (Set of 6)	11:$300		
THE POWER OF MENTAL ATTITUDE IN SELLING (1) Col 15 min CA Spells out why it is necessary and how it is possible to generate and maintain a positive mental attitude.			
SELLING THE END RESULT FIRST (2) Col 15 min CA Suggests that the prospect buys: "What will it do for me?"			
TURNING A DEAF EAR TO SALES RESISTANCE (3) Col 15 min CA Explains why the prospect builds a wall of resistance to stop selling momentum.			
DEVELOPING THE RIGHT ATTITUDE TOWARD PRICE (4) Col 15 min CA Reveals how salesman's own attitude toward price is the major influencing factor when price resistance is shown.			
CLOSING THE SALE (5) Col 15 min CA Shows how to make presentations with eye on closing the sale from the moment of the opening remark.			
DEVELOPING THE RIGHT ATTITUDE ON A CALL-BACK (6) Col 15 min CA Describes how to develop the "call-back."			

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE

SOUND/SLIDEFILMS

"200 ON ALFRED SERIES" (Set of 6) 20:$245
Shows salesmen exactly how to sell; main character is Alfred, a new salesman, who is given training in every step of selling from meeting the prospect to closing the sale.

CHAPTER 1
Col 13 min 101 fr CA Cartoon
Covers such areas as how to develop self-confidence in selling, the importance of having the right attitude and how to approach prospects.

CHAPTER 2
Col 13 min 95 fr CA Cartoon
Describes how to sell in terms of customer benefits; shows how to appeal to specific buying motives.

CHAPTER 3
Col 14 min 104 fr CA Cartoon
Explains how to make a sale step-by-step from approaching the prospect to closing the sale.

CHAPTER 4
Col 15 min 106 fr CA Cartoon
Highlights how the salesman can organize his time for greater productivity; shows how to use the various sales aids.

CHAPTER 5
Col 17 min 106 fr CA Cartoon
Presents how to handle different types of prospects; deals with possible answers to customer objections.

CHAPTER 6
Col 18 min 125 fr CA Cartoon
Demonstrates how to close the sale; summarizes how to apply the selling techniques shown in the five previous films.

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
"UNIVERSITY OF MARKETING SERIES" (Set of 6)	11:$300		
CLOSING THE SALE (1) Col CA Cartoon Discusses eleven effective methods for closing the sale.			
SELLING BENEFITS (2) Col CA Cartoon Distinguishes between product specifications and consumer benefits.			
CASHING OBJECTIONS (3) Col CA Cartoon Shows how to sell to objections, and how to distinguish them from conditions.			
PRESENTATIONS FOR PROFIT (4) Col CA Cartoon Suggests methods for building presentations.			
QUALIFYING THE SALE (5) Col CA Cartoon Highlights the need to find logical prospects for the company's products.			
PRODUCTIVE PLANNING (6) Col CA Cartoon Concentrates on how to seek and sell the man who can say "yes."			

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
TAPES/RECORDS			
APPLIED IMAGINATION CA Reveals that ability to "think-up" the ideas indespensable to the solution of whatever problem you face in your work or daily living.	13:$14.95		
BETTER COMMUNICATIONS = MORE SALES CA Discusses how "telling" and "selling" go hand in glove, explains the need for developing listening techniques; outlines the principles of inter-communication (telling-listening).	13:$6.95		
BILL GOVE SALES DEVELOPMENT SERIES, THE" (Set of 6) The series outlines the general principles of selling as well as specific applications of these principles; units in the series include:	28:$14		
GENERAL PRINCIPLES OF SELLING (1) SCA			
THE IMPORTANCE OF A RELAXED ATTITUDE (2) SCA			
THE VALUE OF GIVING ONE'S SELF (3) SCA			
HOW TO DEAL WITH OBJECTIONS, AND SELL AS A JOINT ENTERPRISE (4) SCA			
THE CONSUMMATION OF A SALE (5) SCA			
A REVIEW AND SUMMARY OF THE PROGRAM (6) SCA Emphasizes planning and self-analysis.			

TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
TAPES/RECORDS			
C-I-M-A FORMULA FOR EFFECTIVE SELLING, THE CA Presents a practical formula for every sales presentation to supplant the old A-I-D-A approach; C-I-M-A stands for communicate, illustrate, motivate and activate.	13:$6.95		
HOW TO OPEN AND CLOSE THE SALE CA Develops the ABC's of selling; attention before communication; arouse buyer confidence; always be closing.	13:$6.95		
HOW TO SELL QUALITY CA Shows how to make a big price seem small by using price objections as price comparisons; stresses the importance of being a one-price salesman, of laying a solid sales foundation by inference and demonstration.	13:$8.95		
MEMORY MAGIC CA Shows how to use desire, repetition, visualization and association to gain complete mastery of your memory power.	13:$6.95		
"RETAIL SALESMANSHIP SERIES" PROGRAM, THE (3 parts) The Customer Well Sold is the Customer You Hold	28:$36		
•Part I CA Includes discussion leadership manual with a 7" LP demonstration record illustrating the techniques of group discussion used by the managers of retail department stores.	nn		
•Part II CA Consists of a meeting guide and four 7" LP illustrative records for seven meetings; presents sales situations for class analysis and discussions; subjects included are: opening a sale, how to use sales terms, buying signals, suggestion selling, etc.			

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
TAPES/RECORDS			
Part III CA Provides a comprehensive review of the sales steps and discussions. Includes a sales personnel notebook.			
SIMPLICITY OF SCIENTIFIC SALESMANSHIP, THE CA Offers a new f-step formula on scientific methods in selling.	13:$6.95		
ULTIMATE SALES TECHNIQUE, THE CA Shows how to create and imagine new ideas and concepts on your own; shows also how to approach selling problems with the attitude that will determine success.	13:$6.95		
TRANSPARENCIES			
+BASIC SALESMANSHIP (Set of 21) (Set of Prepared Color Transparencies) Defines selling; points out the basic channels of distribution and reasons why people buy; explores the major steps in a sale.	21:$65		
+CONSUMER MOTIVATIONS AND BEHAVIOR (Set of 23) (Set of Prepared Color Transparencies) Describes consumer buying motives with emphasis on primary, selective, and patronage buying motives. (Packet of Printed Originals)	78:$33 78:$1.25		
+GENERAL MEETING NO.1 Contains separated pads of 50 copies each of pie charts, bar charts and graphs for use with "Sales Education." (Packet of Printed Originals)	78:$5		
+"SALES EDUCATION 1 and 2 SERIES" Contains Fundamentals of Selling and Cartoons on Salesmanship. (Packet of Printed Originals)	78:$5		

SUPERVISION AND HUMAN RELATIONS

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
RE YOU EARNING THE RIGHT TO MANAGE OTHERS? ol 28 min CA ndicates that every manager has to "earn the ight" to be a strict, no-nonsense supervisor; ives a sound understanding of the psychology hich causes some managers to duck the hard asks--enforcing rules, maintain standards, eeping subordinates on their toes.	12:$325	12:$45/wk	
BREAKING THE DELEGATION BARRIER Col/B&W 30 min CA 1961 Discusses managers who are afraid of mistakes, men who feel threatened by loss of authority, and supervisors who can't "let go".	69:B&W$175 69:Col$300	69:B&W$25/wk 69:Col$45/wk 88:$6	
DELEGATION B&W 21 min A Kinescope Discusses the process of delegation; examines in detail three main aspects of delegation: responsibility, authority and accountability.	7:$300		
"DYNAMICS OF LEADERSHIP SERIES" (Set of 5)			
ANATOMY OF A GROUP (1) B&W 30 min SCA 1962 Illustrates the structure of a group, the goals to be achieved during meetings, participation patterns, the quality of communication, group standards, and group procedures.	47:$125	88:$5 89:$3.10	
INDIVIDUAL MOTIVATION AND BEHAVIOR (2) B&W 30 min SCA 1962 Deals with individual motivation and behavior in groups.	47:$125	88:$5 89:$3.10	
DIAGNOSING GROUP OPERATIONS (3) B&W 30 min SCA 1962 Looks into the causes of conflicts that arise in groups and tells how to identify symptoms of group problems.	47:$125	88:$5 89:$3.10	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
SHARING THE LEADERSHIP (4) B&W 30 min SCA 1962 Shows how leadership arises in a group, what is involved in the concept of leadership, and how group membership and leadership are related.	47:$125	88:$5 89:$3.10	
ROADBLOCKS TO COMMUNICATION (5) B&W 30 min SCA 1962 Examines some of the reasons for poor communication in group discussions and lecture presentations.	47:$125	88:$5 89:$3.10	
"EMPLOYEE COMMUNICATION" SERIES (Series of 3)			
CASH ON THE BARREL HEAD (1) Col 20 min CA Explains to employees the true value and importance of fringe benefits that are provided by business organizations; shows that no single employee can ever duplicate them and the overall "package" is far more valuable to the employee than he realizes.	12:$275	12:$45/wk	
PEOPLE DON'T RESIST CHANGE (2) Col 22 min CA Reveals how to make needed changes in work procedures and enlist the cooperation of those affected; suggests people do not resist change; they resist being changed--having change imposed on them; advocates involving employees in improving their own jobs.	12:$275	12:$45/wk	
THE MARVELOUS MOUSETRAP (3) Col 2[illegible] min CA 1963 Proves that there are vital relationships between the quality of each individual's work, the size of his company's profits, and the job security of all employees and executives.	12:$275	12:$45/wk	
EMPLOYEE RELATIONS--BUILDING BETTER ATTITUDES AND MORALE B&W 24 min A Kinescope Defines the relationship between attitudes and morale, and their dependency on the supervisor; outlines six characteristics of a good supervisor able to create the will to work; describes some errors supervisors make.	7:$300		

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
MPLOYEE RELATIONS--CHANGING ATTITUDES AND PROCEDURES &W 28 min A Kinescope ooks at the attitudes employees have toward heir jobs; examines ten principles which can elp management gain acceptance of its views.	7:$300		
MPLOYEE RELATIONS--KEY TO MOTIVATION &W 19 min A Kinescope hows how a manager by giving an employee more f what he wants in terms of opportunity, recognition, belonging, and security--can receive ore of what he (the manager) wants in terms of lanning, organizing, directing, coordinating, nd controlling.	7:$300		
ENGINEERING OF AGREEMENT, THE Col/B&W 21 min CA 1958 Demonstrates both directive and non-directive techniques that are basic to obtaining cooperation, winning acceptance for programs, and handling differences of opinion.	69:B&W$140 69:Col$240	69:B&W$25/wk 69:Col$45/wk 87:$6.50	
FIVE KEYS B&W 20 min CA Describes the five keys for effective supervision: building teamwork, earning the respect of employees, accepting responsibility, good organization and personal control under pressure.		14:$4	
FOLLOW THE LEADER Col 11 min CA Discusses some of the problems, pitfalls, and barriers confronting the would-be leader or newly appointed supervisor; stresses the leader's basic responsibility is to get things done through people.	45:$171		
FRAGILE, HANDLE FEELINGS WITH CARE B&W 10 min CA Points out why a supervisor must understand that people's feelings are hurt by thoughtless actions or words.		14:$4	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
ENERAL MANAGEMENT--IDENTIFYING WITH MANAGEMENT &W 23 min A Kinescope elineates the influence and pressures which ear upon a new member of the management team nd the importance of the individual's identification with the organization: lists the rganizational demands which the supervisory anager must satisfy, the personal require- ents he must fulfill, the significance of the individual's view of opportunity in terms of oth ability to grow and ability to contribute-- nd the price he must be prepared to pay for ssuming the duties and privileges of the leadership role.	7:$300		
GENERAL MANAGEMENT--MANAGING A MANAGER'S TIME B&W 24 min A Kinescope Discusses a manager's problem in apportioning his time; focuses on three demanding areas: time the manager must devote to his own work, time spent or organizing work, and time given to delegating work to others.	7:$300		
*GENERAL MANAGEMENT--WHY MANAGERS FAIL B&W 18 min A Kinescope Explains three reasons why managers don't succeed---delegation, communication and follow-up; describes five laws of management which enable managers to succeed.	7:$300		
*HOW GOOD IS A GOOD GUY? Col/B&W 21 min CA 1960 Explores why some leaders fail to get the respect of their people, become lax in discipline, and let sub-standard work slip through; illustrates how to be fair yet firm; gives insight into how a supervisor's need for his people's approval can drastically impair his effectiveness.	69:B&W$140 69:Col$240	69:B&W$25/wk 69:Col$45/wk	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
HOW'S IT GOING? B&W 12 min CA Illustrates an evaluation interview and points up negative results of failure to correctly analyze the individual, his job deficiences, and methods of communicating so as to get understanding and acceptance; contains a set of four filmed case situatinns: Case I: "More Than Paperwork" examines ways to create a favorable "climate" for the interview. Case II: "Give and Take" focuses on the kind of two-way communication essential in reaching mutual agreement. Case III: "Means to an End" defines the need for the interview to evolve a concrete plan of action. Case IV: "The Way Ahead" stresses the importance of conducting the interview so that both parties will profit from it in terms of continuing growth.	45:$117		
*HOW TO GIVE AND TAKE INSTRUCTION Col/B&W 11 min S 1951 Shows importance of giving and taking instructions in business and social situations.		14:$2.50	
*HOW TO SELECT SALESMEN WHO CAN AND WILL SELL B&W 30 min CA Gives executives who are responsible for selecting salesmen specific advise, techniques, and procedures they can use to reduce expensive mistakes of judgment in selecting salesmen.	25:$290		
*JUDGING PEOPLE B&W 23 min CA 1962 Suggests way to reduce the costly errors supervisors make in sizing up and evaluating other people for job assignments; explains and illustrates the process of reaching more accurate estimates of ability, personality, intelligence, character, and potential in any field.	69:$140	69:$25/wk	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
EADERSHIP--LEADERSHIP CHARACTERISTICS &W 23 min A Kinescope efines leadership by examining the types of uthority a person can exercise; describes four ypes of authority---position, personality, competence, and character; shows how they function n getting work done through people.	7:$300		
ET'S BE HUMAN &W 15 min CA 1951 resents seven basic steps in handling people; nstructs foremen and supervisors on how to win ooperation of employees.	14:$100	14:$6	
AN THE MANAGER ol 14 min CA 1964 Antimated races the development of management responsiilities and capabilities from pre-history down o modern times, focusing on the manager's rowing ability to determine, "out of present acts," a picture of future possibilities; eals with such vital aspects of the managerent process as: the conference, communication roblem, and analysis and prediction.	45:$175	88:$7	
MAN THE MANAGER - CASE HISTORIES Col 20 min CA 1964 Case I: "Making Problems" emphasizes the need for clear objectives; shows how vagueness on the part of the manager creates uncertainty among employees and leads them to confusion. Case II: "Anticipating Problems" points out that knowledge and experience of others are extremely valuable assets for the manager; demonstrates that disregarding these not only causes inefficiency in operation, but inspires poor attitudes among subordinates. Case III: "Solving Problems" highlights the importance of "sensitivity" for the manager, examines how failure to understand underlying causes of conflicts results in ineffective solutions and can even aggravate problems.	45:$72	88:$7	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
ANAGER WANTED ol/B&W 28 min CA 1964 rings into sharp focus problems which influ- nce the career development of every manager; xamines such questions as: why do men of real bility often fail to make the grade as mana- ers; how does a man come to 'feel' like a man- ger or want to become one, and how much re- ponsibility does a man have for the develop- ent of his replacement.	69:B&W$175 69:Col$300	69:B&W$25/wk 69:Col$45/wk 88:$6	
EN AT WORK B&W 27 min CA 1954 Shows what can happen to human relations when a speeded-up conveyor system and a clash of temperaments disrupt the harmonious work group on the assembly line; exposes the problems in human relations which are created by changing work situations and makes an effective plea for a little more human understanding.	58:$145	1:$3 88:$5	
"MODERN MANAGEMENT" SERIES (Series of 7)			
*THE TROUBLE WITH ARCHIE (1) Col 12 min CA Covers the subject of constructive discipline; emphasizes the vital importance of firmness in dealing with breaches of discipline, making the point that discipline is designed to correct and salvage a potentially useful employee--not merely punish him.	12:$125	12:$25/wk	
*A GOOD BEGINNING (2) Col 11 min CA Demonstrates the right way to induct and train employees on new jobs; compares the correct techniques with the wrong way to break in a beginner.	12:$125	12:$25/wk	
*THE WINNING COMBINATION (3) Col 12 min CA Tackles the difficult supervisory job of motivating subordinates to cooperate with the company's continuing efforts to reduce waste and control costs; teaches some basic techniques on how to "sell" employees on need for cost-control program; shows benefits derived from such a program.	12:$125	12:$25/wk	

16 MM FILMS

TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
STEN, PLEASE (4) l 10 min CA 1959 phasizes the importance of listening in a pervisory job; relates how important it is to y attention to those who speak to him and to ke careful listening second nature; shows an dience of supervisors that they often think ey're better listeners than they really are.	12:$125	12:$25/wk 88:$5	
E CASE OF THE MISSING MAGNETS (5) l 11 min CA 1961 rings home to supervisors the important nnection between employee motivation and high oductivity; points out some of the symptoms poor supervision: griping, high turnover, senteeism, sloppy housekeeping, no pride in rk, etc.	12:$125	12:$25/wk 88:$5	
STRUCTIONS OR OBSTRUCTIONS (6) ol 10 min CA 1961 hows the difference between the wrong and the ight approach in each step of the order-giving rocess, particularly in planning the order, riefing the order receiver, verifying his nderstanding, and following up results.	12:$125	12:$25/wk	
HE CHALLENGE OF LEADERSHIP (7) ol 11 min CA 1961 hows how a group of individuals with different ackgrounds, personalities, and habits is organized into an effective working team--by the an who has the personality and the ability to ead them; helps supervisors identify and discuss the qualities that make a leader and the kills required to apply leadership by voluntary consent of the group.	12:$125	12:$25/wk	
MOTIVATION AND PRODUCTIVITY" SERIES (Series of 5)			
NDERSTANDING MOTIVATION (1) ol 28 min CA xplains the scope of behavioral science as it pplies to the broad field of management.	12:$350	12:$50/wk	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
UMAN NATURE AND ORGANIZATION REALITIES (2) ol 28 min CA oints out the human tendency to fear change nd responsibility produces keen insights into he psychology of effective management; reveals ll our organizations, not just business organ- zations, show an inevitable trend toward dis- rganization and inefficiency; describes how his process can be reversed by improving xecutive action through laboratory or T-group raining.	12:$350	12:$50/wk	
HE SELF-MOTIVATED ACHIEVER (3) ol 28 min CA iscusses the problems of identifying individ- als with a high need for achievement and how o deal with them when they are discovered in n organization; discusses these problems in way that will help each manager evaluate him- elf and his subordinates and help him under- tand his own role when motivating others to- ard achievement.	12:$350	12:$50/wk	
HE MANAGEMENT OF HUMAN ASSETS (4) ol 28 min CA oints out that traditional accounting methods ail to measure what happens to a company's ost important assets under arbitrary, coercive, ighly authoritarian controls; explains that these methods may produce a short-term rise in cash, but really represent a liquidation of assets--a short-term gain has been bought at the cost of long-term earning power; shows in contrast that Likert's "System 4" type of management utilizes modern techniques of motivation and communication to achieve lasting high-performance goals and results.	12:$350	12:$50/wk	
MOTIVATION THROUGH JOB ENRICHMENT (5) Col 28 min CA Emphasizes that motivation is found only in the job itself, in the opportunity to satisfy the human need for accomplishment; describes the various ways routine jobs can be enriched to provide motivation.	12:$350	12:$50/wk	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
EW TRUCK DILEMMA, THE ol 25 min CA tresses the element of "fairness" in solving roblems; involves the audience in a role-laying situation which centers around which an gets the new truck assigned to the crew; ow "fair" was the solution? answers to this uestion and others are given by an expert in sychology and management.	12:$275	12:$45/wk	
VERCOMING RESISTANCE TO CHANGE Col/B&W 30 min CA 1962 Tells how to prevent loss of efficiency and orale during periods of transition in any rganization; shows supervisors how to recog-nize the emotional factors which breed resis-tance to change; demonstrates how resistance should be handled by clearing up misperceptions, opening communication channels, developing participation, and permitting the ventilation of feelings.	69:B&W$185 69:Col$315	69:B&W$25/wk 69:Col$45/wk 88:$6	
PATTERN FOR INSTRUCTION Col/B&W 21 min CA 1960 Teaches what every supervisor should know a-bout instruction techniques and develops a positive attitude toward the supervisor's training job; relates the steps in job in-struction training to the principles of learn-ing.	69:B&W$140 69:Col$240	69:B&W$25/wk 69:Col$45/wk 88:$5	
"PERSONNEL MANAGEMENT" SERIES (Series of 5)			
*COMMUNICATIONS (1) B&W 12 min CA 1953 Accentuates the need for effective communi-cation in industry, not only in sales and pro-duction operations, but also in matters con-cerning the whole plant and its personnel; illustrates the communication tools in action and uses several examples.	58:$75	14:$5 47:$2.65 83:$5 87:$5	

TITLE AND DESCRIPTION	SOURCE PURCHASE	RENT	FREE
16 MM FILMS			
PLOYMENT INTERVIEW (2) &W 11 min CA 1953 tresses the importance of the employment interiew in getting the right man on the job; exlains that a well-planned interviewing system, arried out by competent personnel officers is ssential for good business; illustrations of roper and improper interviewing methods inluded.	58:$70	47:$2.40 83:$4.50 87:$5.00 88:$3.75	
RIEVANCE HEARING (3) &W 15 min CA 1953 resents a case history of a grievance case rom the initial causes to the final settleent; shows how grievance hearings enable reresentatives of labor unions and management o arrive at compromises in settling disputes etween supervisors and workers.	58:$85	1:$3 14:$5 47:$3.90 83:$6 87:$5.50 88:$3.75	
OB EVALUATION AND MERIT RATING (4) &W 13 min CA 1953 stablishes the need for job evaluation, showng that the varying requirements for hundreds f different jobs must be compared in order to et up fair rates of pay; examines the basic rinciples that underline the various methods f merit rating and emphasizes the need for bjectivity in rating.	58:$75	14:$5 47:$2.65 83:$6 87:$5	
SUPERVISORY CONFERENCES (5) B&W 14 min CA 1953 Shows that foremen, management's most important contact with the labor force, will accept supervisory conferences when they see its value to their everyday work.	58:$80	14:$5 47:$2.65 83:$7	
"PLANT SUPERVISORS' PROBLEMS" SERIES (Series of 12)			
DELEGATING WORK (1) Col/B&W 9 min CA 1959 Poses problem of supervisor's failure to delegate work properly; shows serious effects on the supervisor's efficiency and personal wellbeing as well as on his workers.	58:B&W$65 58:Col$125	47:$3.90 83:$6 87:$5 88:$3.75	

	SOURCE		
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
NFORCING RULES AND PROCEDURES (2) ol/B&W 9 min CA 1959 iscusses ways to set up reasonable shop rules nd procedures, together with the disciplinary ethods that are effective.	58:B&W$65 58:Col$125	47:$3.90 83:$6 87:$5 88:$3.75	
HE HIDDEN GRIEVANCE (3) ol/B&W 7 min CA elps to make the supervisor aware of the need or the sensitivity in recognizing and under- tanding underlying causes of an employee rievance in order to handle it satisfactorily.	58:B&W$65 58:Col$125	47:$3.90 83:$6 87:$5 88:$3.75	
HE PERSONAL PROBLEM (4) ol/B&W 6 min CA 1959 timulates effective discussion about the ature and extent of help that a supervisor ust be prepared to give to an employee with a ersonal problem which affects his job effici- ncy.	58:B&W$65 58:Col$125	47:$3.90 83:$6 87:$5 88:$3.75	
ERSONALITY CONFLICT (5) Col/B&W 7 min CA 1959 Illustrates what happens when two conflicting ersonalities must work together; serves to timulate discussion on the adjustments that upervisors must make.	58:B&W$65 58:Col$125	47:$3.90 83:$6 87:$5 88:$3.75	
HE TROUBLE WITH WOMEN (6) Col/B&W 7 min CA 1959 Provokes a useful discussion about the good oints and drawbacks of women factory workers, in order to encourage an objective look at heir role in industy.	58:B&W$65 58:Col$125	47:$3.90 83:$6 87:$5 88:$3.75	
THE CLERK (7) B&W 27 min CA 1958 Discusses a young man employed by a large in- dustrial firm, who is assigned to dull, repet- itive desk work; points out the conflict be- tween what he wants from his job and what the industry wants from him comes into sharp focus when he eventually rebels against the limit- ations imposed on him.	58:$135	47:$5.65 83:$9 87:$7.50	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
E DEPARTMENT MANAGER (8) W 27 min CA 1958 bserves the change in a man who was moved up e ladder from creative work, which he enjoyed nd in which he excelled, to managerial work; oints out the effect, on both the worker and he company, of promoting a man to a "better" b for which he was not suited.	58:$135	47:$5.65 83:$9 87:$7.50	
HE GENERAL FOREMAN (9) &W 27 min CA 1958 escribes "the man in the middle"; dramatizes is conflicting double role, divided between oyalty to the company and loyalty to the men nder him and views his position in the light f how it satisfies, or fails to satisfy, the an's inner aspirations	58:$135	47:$5.65 83:$9 87:$7.50 88:$5	
HE MAN ON THE ASSEMBLY LINE (10) &W 27 min CA 1958 xamines the problem of the assembly line work- r who must perform the same act in exactly he same way day after day; suggests that modern ndustrial society must find a solution to the roblem.	58:$135	1:$3 47:$5.65 83:$9 87:$7.50 88:$5	
HE SKILLED WORKER (11) &W 27 min CA 1958 onsiders the problem of the skilled worker ho is displaced by a machine; points out that, lthough another job is provided, the worker finds it difficult to adjust and there is a re- sulting loss of satisfaction and pride in his work.	58:$135	47:$5.65 83:$9 87:$7.50	
THE VICE PRESIDENT (12) B&W 27 min CA 1958 Points out that often the attainment of a senior position involves not only the accruing of satisfaction not held before, but the sacrifice of many earlier ones and a change in the whole pattern of living and working.	58:$150	47:$5.65 83:$9 87:$7.50 88:$5	

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
LES--PROBLEM OF MOTIVATING SALESMEN W 21 min A Kinescope resses the sales manager has a real manage- ent job, demanding that he motivate his sales- en to get profitable repeat customers; indi- ates there are four main attributes to a sales- an's ability to sell: his character, person- lity, position and competence and that the ales manager's job to help his staff develop hese qualities fully is important.	7:$300		
ALES--THE SALES SUPERVISION FUNCTION &W 30 min A Kinescope xplains what makes a successful field super- isor; explores the ways effective direction, otivation and control of salesmen unite to eet company objectives in terms of manpower evelopment and market development.	7:$300		
ALES--SUPERVISING AND MOTIVATING SALESMEN &W 22 min A Kinescope oints out that those sales objectives which he salesmen himself develops, with the aid of ompany information and help, are the most de- irable objectives; emphasizes the importance f taking objectives and making them measur- ble.	7:$300		
OMETHING TO WORK FOR ol/B&W 30 min CA Reveals what work means to people, and how man- gers can motivate employees to improve pro- ductivity and raise work standards; stimulates insights into what happens when expectations are high and explicit, communication is open, and people are given encouragement and support in reaching common goals.	69:B&W$180 69:Col$300	69:B&W$25/wk 69:Col$45/wk	

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
16 MM FILMS			
TYLES OF LEADERSHIP ol/B&W 26 min CA 1962 ncourages the flexibility in leadership ecessary to help people perform at their best; elps managers find the right balance between ffective control and the meaningful involve- ent of their people; demonstrates the effect of arious leadership styles on morale, motivation nd teamwork.	69:B&W$175 69:Col$300	47:$6.40 69:B&W$25/wk 69:Col$45/wk 88:$9.50	
AY I SEE IT, THE ol/B&W 23 min CA 1965 ttacks the problems behind job assignments that ail, goals that are never reached, work elationships that deteriorate; stimulates dis- ussion and develops understanding of perceptual ifferences and their influence on work relations nd job performance.	69:B&W$160 69:Col$285	69:B&W$25/wk 69:Col$45/wk	
*****LATE ADDITIONS - 16 MM FILMS******			
ALESMEN'S REPORTS ol 13 min SCA xamines the oral report method for reporting of alesmen's monthly sales activities.		48:$4	
ES-MAN CONFERENCE, THE ol 22 min CA eveals the ineffectiveness of conferences con- ucted by the dominant boss and with only "yes- en" participating; discusses how the boss gets etter solutions to problems by conducting a real roblem-solving conference and seeking the partic- pation of all involved.		48:$4	

SUPPORTING DISTRIBUTIVE OCCUPATIONS SKILLS

		SOURCE	
TITLE AND DESCRIPTION	PURCHASE	RENT	FREE
16 MM FILMS			
PROFITS IN THE BAG Col 10 min S Describes types of grocery bags for use by merchandisers; shows bagging techniques.			52
SOUND/SLIDEFILMS			
CASH REGISTERING FOR QUICK SERVICE B&W 19 min SCA Teaches methods to collect federal and local taxes, detection of counterfeit money, handling exchanges and errors, and the mechanics of ringing up the sale.	59:$10	14:$2.50	
CHECK AND DOUBLE CHECK Col 10 min 90 fr SCA 1960 Cartoon Helps retail personnel to know the safeguards that must be taken when accepting checks.	43:$35	43:$15/wk	
GET ON THE BALL---STOP SHRINKAGE Col 14 min 77 fr SCA Cartoon Describes ways in which losses take place; shows sales person making correct change and watching the merchandise, the customer, and equipment.	59:$10		
GIFT WRAPPING CREATIVE Col 18 min SC 1967 Reviews wrapping techniques, then describes ways for a specific person, occasion, and season; shows gift wraps from the clever, simple designs to elaborate creations step-by-step for the learner to follow and duplicate.	49:$15		
GIFT WRAPPING FUNDAMENTALS Col 18 min SC 1967 Covers basic package wrapping techniques, color coordination and contrast, balance between size of package and paper design, wrapping square, rectangular, cylindrical and flat packages, separate lid wraps, and packing for mailing.	49:$15		

TITLE AND DESCRIPTION	SOURCE		
	PURCHASE	RENT	FREE
SOUND/SLIDEFILMS			
GREEDY HANDS Col 13 min 112 fr SCA 1962 Cartoon Explains to employees how they can cope with shoplifting; gives attention to shoplifting prevention, and demonstrates differences between the amateur and professional shoplifter.	43:$40	43:$15/wk	
SHOW CARD - FREEHAND Col 18 min SC 1967 Illustrates both the brush and pen fundamental techniques as applied to poster and show card design work: shows the advantages of writing with a brush and how it is much faster than with a pen.	49:$15		
SHOW CARD - MACHINE Col 18 min SC 1967 Illustrates how show cards are used in business and industry and tells the "how" of sign making from the set-up of the individual letters to the finished card; emphasis is placed on the card design.	49:$15		